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DESIGNING A BETTER JOE:
A Pleasure Based Approach to Action Figure design

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ABSTRACT

Designing a Better Joe: A Pleasure-Based Approach to Action Figure Design

The objective of this project is to apply Patrick Jordan's pleasure-based design model to the design of a line of action figures for adult consumers. Jordan's pleasure-based approach was chosen in lieu of traditional toy design methods because the existing design models focused more on the exploitation of licensed properties from other mediums rather than the development of new, innovative products to satisfy the growing market of adult toy consumers. This project investigates the application of a more holistic approach to toy design in order to address the over-reliance on licensed and preexisting properties in the action figure market.

Jordan's pleasure-based design framework was employed to gain a greater understanding of the people-product relationship between adult consumers and action figures. Using the methods described in his book Designing Pleasurable Products, a new conceptual toy line was synthesized with the identified pleasure mechanisms built into the design.

The project found that Jordan's pleasure-based model was helpful in identifying the needs of the target user group and implement the information found into the design process. Concept drawings and prototype figures were generated to document the design process and display the final results.

INTRODUCTION

The landscape of toy design has drastically changed over the past thirty years. No longer is the traditional stalwart selling feature of the 1970's G.I. Joe action figure's "Kung-Fu Grip" enough to entice and satisfy the sophisticated tastes of the contemporary consumer. Today's toys offer features ranging from computer voice-chip technology to laser scanned 'movie-accurate' likenesses to attract toy buyers. Advancements in technology, materials and manufacturing processes are giving consumers toys greater detail, likeness, articulation, and play features than ever before. The consumer/end user of the product has also changed. The perception of what a toy is and who it is intended for has evolved. Contemporary toys are no longer made for only children and the ways toys are designed, marketed and sold today is evidence that much has transpired in the toy industry in the last thirty years.

Now, it is not uncommon to see what is sold as a children's 'toy' adorning an adult's computer monitor at work or being displayed on a mantle at home. The target audience has grown (and grown up) and now toys are made not only for the amusement of children but for various adult markets as well. Popular culture has had an enormous influence on the toy industry in the past thirty years as toy companies are producing more toys based on existing properties from other mediums such as comic books, movies, television, and videogames than ever before. The toy market has grown and diversified as the definition of the product, its intended use and its end user have changed with the times.

Supplementing the changes in the toy industry has been the advancement of technology and its applications to the design of toys. Over the past thirty years, many innovations have been made in terms of toy design due to the technological advancements made in the toy industry. New materials, tools and manufacturing practices have given toy designers the ability to create toys with much more realism, detail, articulation, and interaction than ever before. The level of realism in sculpt depicted by today's toys greatly contrast what was available 30 years ago. For example, compare the 1978 Kenner Luke Skywalker figure and the 1995 Kenner Luke Skywalker figure (see Figure 1) to see the increased level of realism, detail and sculpt.



Fig. 1. Comparison photograph of Kenner's 1977 (Left) and 1995 (Right) versions of the Luke Skywalker figure from the movie Star Wars: A New Hope.

Toys based off of a live action movie will now often have the actor's/actress' features 3-Dimensionally laser scanned for the toy figure. The amount of detail that can be retained on the final product has also improved greatly. Advancements in manufacturing processes and materials have allowed for very intricate details like fingernails and individual teeth to be sculpted into a pocket-sized figure. The level

of articulation has increased to allow for a wider range of motion and more realistic posing. Smaller handheld human figures from the late-1970s often had five points of articulation (neck, arms and legs), today a similar sized figure can boast up to forty-six points of articulation. Not only are the improvements limited to the physical properties of a toy, but the level of interaction and play features of toys have also advanced as well. Many of today's toys incorporate sophisticated technology such as voice chips, infrared sensors and wireless technology. Certain types of toys can now talk (sometimes with an actor's voice) and communicate with other toys. Some toys have artificial intelligence and appear to learn over time while others can interact with other electronic devices in the home like televisions and computers using different methods of communication technologies. The level of realism in modern toys is steadily increasing as technological advancements allow for the design of more sophisticated products.

The multi-billion dollar toy industry is steadily growing (Sources: Hasbro Corporate Information Financial Results 1999-2003, and Mattel Shareholder Press Releases Financial Results 1999-2003) with more and more products filling the shelves than ever before. However, even though the industry has advanced much since the mid-1970s, many problems exist in the industry and market today, and some are in part due to the changes made in the toy industry during this period.

PROBLEM DEFINITION

Much progress has been made to the toy industry due to advancements in technology in the last thirty years. Many innovative toy concepts have been developed in that period due to the use of new materials, manufacturing techniques and advanced technologies. In particular, functionality and usability of products have benefited the most from progresses made due to technology. Since many current toy lines are dependent on unique functional features to differentiate themselves from other products on the market, the innovations made due to technology becomes a key factor in the possible success of many toy lines.

However, is there a danger in over-reliance on technology to produce new and innovative products? William Green and Patrick Jordan believe there is, and argue that a paradigm shift has occurred as product manufacturers are now placing more emphasis on design rather than relying on technological performance/reliability to make gains in industry (Green and Jordan 4). Green and Jordan believe that the technological advantage one company holds over another will be short-lived as manufacturers edge toward a technological ceiling that will even the gap between competitors (Green and Jordan 4). It has become increasingly difficult to sustain a technical advantage for companies before the technology becomes obsolete or common practice in the industry. To keep ahead of the competition, manufacturers (whether of toys or of any number of consumer products) are now placing more emphasis on design as a differentiating factor to stay ahead of their competition. Manufacturers are spending more money on the design side of product development in the hopes of keeping up with consumer expectations for not only functional products, but also pleasurable products as well.

Even so, many toy companies still rely on the model of using unique functional features to carry their product. Many toy companies still believe that innovation lies in feature-based product design. While this model can generate periodic successes like Fisher Price's "Tickle Me Elmo" (a plush doll that will giggle if the user pokes its belly) because there are no immediate competitors, it is also very short-lived as the novelty quickly wears off and other companies imitate the technology. The model of feature-based toys is also unpredictable because it is difficult to foresee whether a certain functional feature will be successful at retail. Occasionally, a novel feature like transforming robots will prove very profitable, while other times a seemingly innovative feature like holographic action figures (such as Hasbro's Visonaries) will fail. The usability approach depends heavily on the functional aspects of a product to sell but that model is limited because it does not look at the larger picture of the relationships between products and people. Unlike other manufacturers from different industries that have adopted human factors design processes into their product development, the toy industry is still heavily reliant on technology to provide innovation.

Another problem affecting the toy industry today is the overuse of licensed properties. The market is currently flooded with licensed toys by companies hoping to capitalize on the current trend for toys based off of properties from including movies, comic books, television and videogames. In this year's New York Toy Fair (February 15-19, 2004) it was apparent that the trend of licensing would continue as the majority of toy companies were producing action figure lines based on licensed properties. The reliance on a license to sell products hampers innovation in the field of toy design as toy companies become dependent on the name of the product alone to push the merchandise. There is little incentive to improve the

product or address the needs of the end user in the design of the manufactured goods.

Toy companies pay millions of dollars for the rights to produce toys based off of certain licenses. Hasbro recently renegotiated with Lucas Licensing for the rights to manufacture and distribute the Star Wars brand until the year 2018 for a reported \$505 million USD (Source: Hasbro Investors Relations web page). The large amounts of money that toy companies put into acquiring the rights for licenses could be spent instead on internal R&D to develop their own original brands. Many of the core brands that toy companies are relying on now were once original concepts developed 20-30 years ago. Unfortunately the over-reliance on licensing recently has deterred the development of any original brands that might grow into core brands.

PROBLEM ANALYSIS

To address the lack of innovation and development of original properties in current action figure lines, this project proposes to apply a different approach to the design of action figures. The continued success of existing core brands demonstrated that there is lasting appeal in certain brands beyond functionality and usability. Most action figure toy lines rely on a gimmick to sell the product like a transforming feature or electronic sound effect. In some cases a toy line continues to be successful beyond its main gimmick and continues to be profitable for many years afterwards, even after the fascination with its main gimmick has passed. Depending on the profitability, brand recognition and longevity of the line, those toys are deemed 'core' brands. Core brands are properties that have demonstrated market fortitude, remained a presence in the public's consciousness and most importantly, have become synonymous with the corporate image of their parent company. Core brands provide evidence there is another mechanism beside functionality and usability that keeps users interested in a toy line even after many years. Examples of core brands and their respective companies include: Hot Wheels and Barbie (Mattel); G.I. Joe and Transformers (Hasbro); and Spawn (McFarlane Toys). There is something intrinsic in the design of certain core brands that connects with consumers on a different level and provides users with unique benefits that other toy lines cannot. One explanation for the success of core brands lies in the possibilities for long-term pleasure and emotional attachment that some toys provide to the end user. Whether designed intentionally or by accident, the pleasures that these brands produce can have long-lasting impressions on consumers. Action figures are products similar to any other type of designed object for mass consumption and a possible solution to the stagnation of original concepts

and over-reliance on licensing in the action figure arena lies in application of pleasure-based principles to the design of action figures.

Pleasure-based design takes a wider view of people-product relationships and looks at the roles products play in the lives of consumers beyond traditional factors like usability and functionality (Jordan, 4). In terms of the field of action figure design, the process looks at the benefits that action figures provide to the people who buy them. The growing adult action-figure-buying market is an excellent example of how usability and functionality may play secondary roles to the pleasurable benefits that a toy provides to an adult consumer. The adult consumer may not necessarily use (play) with the product but purchase it for other reasons. A pleasure-based approach would identify what pleasures adults are receiving and wanting when buying action figures. The understanding of the people-product relationships in terms of pleasure will allow toy companies to become less reliant on licensed properties and provide the opportunity for the development of more in-house brands that would cater to specific pleasures for the end user. For the project, an adult target group was selected as the adult action-figure-buying market provided a good opportunity to study the associated pleasures action figures provided to a user base that is possibly more responsive to pleasure benefits as to usability benefits.

OBJECTIVE

The objective of the project is the design of an original line of action figures for adult users based on the application of Patrick Jordan's human factors pleasure-based techniques to the design process.

APPROACH

The I-X: The Last line was the resultant prototype action figure line that was designed for this project following the framework set out by Patrick Jordan in his book Designing Pleasurable Products. The design process for the I-X figure line incorporated Jordan's pleasure-based structure by using the Four Pleasure Framework, Product Benefits Specification and Product Property Specification to develop a line of action figures that would address the pleasurable benefits associated with toys for the intended target user group. Conceptual drawings document the design evolution of eight initial characters for the I-X line and a series of prototype maquettes were developed as three-dimensional representations of the final design.

DEVELOPMENT

The first step taken in the design of the I-X Line was to gather information about the intended user group and build a persona for which Jordan's pleasure-based framework could be applied to. A small sample group was selected and a questionnaire was used to collect data on the typical adult toy buyer (See Appendix A). From the sample group the following observations were made of the target end user:

- End user/consumer-base predominantly male.
- Mainly purchase toys for themselves.
- Like to open and display their toys at home and work (as opposed to keeping the product in the packaging).
- Of their favorite toy line they mainly purchase the product because of the characters and nostalgia.
- Purchase toys based on aesthetics and unique looking features.
- Often have interests in toy-related mediums including: film, videogames, and comics.
- Most popular genre for action figures is science fiction toys.
- Preferred size of action figures: 6" and 3-3/4".

Four-Pleasure Framework

The next step in Jordan's pleasure-based design approach was to apply the Four-Pleasures Framework to help identify possible pleasures associated with action figures and adult consumers. Lionel Tiger, a Canadian anthropologist developed a framework in which four conceptually distinct types of pleasure: physical, social, psychological and ideological can be organized to help structure thought regarding pleasure (Jordan 13). The four-pleasure framework was used to identify the type of pleasures the intended target group would experience through their interaction with action figures.

Physio-Pleasures

Physio-pleasures found between the product and end user dealt with the look and feel of the toy. An action figure should be well-sculpted, with a detailed paint application and adequate articulation to allow the user to pose the figure in a variety of visually interesting stances. In addition, the materials used should convey a sense of quality and durability for the intended use of the product.

Socio-Pleasures

Some of the social pleasures identified included: social interaction with others as action figures provided a centerpiece for discussion, a sense of belonging to a group of people who share similar interests in toys or related merchandise collecting, and a sense of status based on the rarity of the pieces and/or knowledge of the hobby.

Psycho-Pleasures

Psycho-pleasures identified using the four pleasure framework included: action figures being sources of mental stimulation for the end user, toys as a source of

escapism, objects that create a sense of nostalgia and objects that provide the target user with a sense of appreciation.

Ideo-Pleasures

Some of the ideo-pleasures found in action figures: action figures would be appreciated as artifacts of popular culture by the end user, the characterization of the figures that the figures are based on related to the users' moral value system, the characters represented idealistic visions of how the user would like to see themselves and themes portrayed would be synonymous with the national characteristics of end user's culture.

Product Benefits Specification

Once the four-pleasure framework had identified the types of pleasure issues for the action figure-adult toy buyer relationship, the information was used to develop a Product Benefits Specification. The product benefits specification addressed the pleasure issues raised from the framework analysis and proposed a list of design requirements that the designed product should embody to deliver those pleasures to the end user.

Product Benefits Specification:

- *Product should be aesthetically pleasing.*
- *Product should be able to be displayed for appreciation.*
- *Product should incorporate appropriate materials and represent different material properties.*
- *Product should convey a sense of sophistication.*
- *Product should convey a sense of nationalism.*
- *Product should relate to user group's socio and ideological values.*
- *Product should convey a sense of toughness, rebelliousness, and individuality.*
- *Product should promote escapism.*
- *Product should appeal to the majority of user's gender roles.*

Product Property Specification

The product benefits specification was then used to create a Product Property Specification. Both experiential and formal product properties were proposed for each of the benefits specified. Experiential properties are properties that are defined depending on the user and the context in which the product is used. Formal properties are properties that can be quantified or have a universally understood definition in the context of design.

Product Property Specification:

1. Product should be aesthetically pleasing

Product should be aesthetically pleasing, as the figure(s) would be primarily used for display purposes. This has several implications: if the product was aesthetically pleasing then the user could gain enjoyment by displaying a visually pleasing object, the figure(s) might create social interaction by being a centerpiece for discussion among other people who found it of visual interest and there would be a sense of appreciation for the figure, as the user would regard the figure as a work of art. Formal and experiential qualities that should be considered to provide this benefit may include:

- Detailed and realistic sculpting.
- Detailed paint application (appropriate colors, accuracy, multiple washes).
- Visual presence (object will be treated like an artifact, therefore should stand out).
- Sculpt look interesting from a variety of views.

- Silhouette should be distinctive to distinguish it from other figures.
- Finishing should be of high quality to convey sense of quality.
- Points of articulation should be hidden as much as possible.

2. *Product should be able to be displayed for appreciation*

For the product to display well, an adequate amount of articulation should be implemented so that the figure may be posed in a variety of stances. The inclusion of ball/swivel joints and slide mechanisms would allow the user to customize the appearance of the figure. The figure should be balanced practically so that minor environmental disturbances would not affect the displayed figure.

- Adequate amount of articulation to allow for multiple dynamic poses.
- Joints should have appropriate stiffness to allow for maintained and ease of posing.
- Product should be well balanced so that it does not fall over. Center of gravity stable and base/feet are large enough to provide a firm foundation.
- Product should use quality materials (paints, plastics) that will age well and not fade.
- Product should have some visual ties to other products in the line so there is a visual coherency with similar products. Could use similar color schemes or logos/symbols to denote allegiances,

sides. Could have similar aesthetic qualities, for example all have a referential ‘steam-punk’ look.

- Product should be visually pleasing whether it is displayed in package or out of package. As some collectors prefer to display their toys in the original packaging as to opening their toys, the figure should look good in either circumstance. Packaging should compliment the figure inside and be visually appealing as a whole.

3. Product should incorporate appropriate materials and represent different material properties

- Use different materials when possible such as rubber for soft flexible items and clear plastic when conveying translucency.
- Use diecast metal for robots or vehicles or any other object that might be made from metal. Diecast parts convey a feel and look of quality that is superior to plastic parts.
- Possible use of cloth for ‘soft goods’ items.

4. Products should convey a sense of sophistication

- Product should have realistic paint application to give impression of quality and sophistication. Dark washes to bring out details and give more grittier/lived-in, weathered look. Highlights in specific areas to bring attention to focal points (eyes, jewellery, gadgets). Darker, muted colour scheme overall also suggests figure is made

for older audience. A more sophisticated colour palette is desired for a more mature audience, as opposed to an outlandish, garish colour scheme that are used for toys aimed for children. In superhero figures with bright primary colours, paint application should incorporate dark washes to mute the overall brightness of the figure.

- Detailed and realistic sculpting will give the impression that this is meant for an older audience and not for children to play with. Detailed and realistic sculpting would suggest that the figure is similar to high-end collectible replica statues. Detailed and realistic sculpting would convey a sense of quality craftsmanship and attention to detail.
- Small parts. Often small parts are not used in children's toys for safety concerns. Small detailed parts often make a figure look more like a complex model.
- Target price range should be comparable with other collector-targeted licensed toys.

5. Product should convey a sense of nationalism

Popular action figures lines often reflect the political ideologies of their target user's national culture. For example, G.I. Joe's overt patriotism and nationalism promoted principles that were inline with the American government and the toy line performed well in countries that had similar national cultures like the United Kingdom, where the line was known as Action Force.

- Product should reflect social values inherent in culture. Themes could include stances on: democracy, free speech, or capitalism.
- Colour palette could reflect colours that are synonymous with the nation/culture.

6. *Product should relate to users' socio and ideological values*

- Action figure line/story should present a moral system that is consistent with the value system of the target culture.
- Themes should be relevant to the audience. Issues of identity, roles in society, should be touched upon in the story/characterization. Possible modern issues may include: genetic manipulation, nature versus nurture, energy crisis, terrorism, warfare, environment, technology, space travel, exploration, religion, spirituality, tribalism, and individuality.
- Incorporate traditional play-pattern of the good versus evil structure. In addition, look at other types of conflict to create more depth in themes: man vs. man, man vs. himself, man vs. beast, man vs. environment, man vs. god.
- Protagonist/heroes may symbolize/personify the principles of user's culture.

7. *Product should convey a sense of toughness, rebelliousness, and individuality*

- Characters or groups may symbolize these traits through their actions/aesthetics/moral stance
- Themes could incorporate: anti-establishment, uncertainty, individual expression and political overthrow.
- Characters may decorate themselves in distinct colours, themes.
- Cast should consist of diverse range of individualistic personalities. Emphasis on distinct backgrounds, personal characteristics.

8. *Product should promote escapism*

- Characters should represent ideal traits that user would want to aspire to become or fantasize about.
- Characters, themes, storyline should be fantastical—out of the ordinary, imaginative, otherworldly.

9. *Product should appeal to the majority of users' gender roles*

- Storyline should emphasize conflict/battle/violence.
- Characters should be muscular, large, and powerful.
- Accessories should include weapons and gadgets.
- Aesthetics should be rugged, durable, and tough.

CHARACTER DEVELOPMENT

Using the Product Property Specification as a guide, work begun on the development of the individual characters in the line. For the design of the characters that would be the basis for the line of action figures, an outside product market expert was consulted. John Gallagher, the Art Director for the software developer BioWare provided advice and product development critique during several interview sessions (Interviews: Gallagher). Mr. Gallagher has worked for the film and toy industries provided expertise in regards to character design and contributed insight to the design process for a line of action figures marketed towards adult consumers.

Some of the initial design decisions involved determining the type of genre the toy line would be, the themes inherent in the design of the characters, whether the line would focus on one individual or a group-based line, the number of figures for the first wave, the aesthetic style the toy line would adhere, the market for which the toys would be sold, the price point and the size of the figures. It was decided to create a science-fiction themed toy line that would incorporate elements from other popular lines with adult toy buyers such as military and fantasy themed lines. It was felt that a science fiction-based line would allow for a unique and diverse cast of characters that could mix high technology with stylistic elements from other genres to create a distinct aesthetic for the line. The primary target consumer group would be males in the twenty to thirty-year old range. The price point would be comparable with other collector-driven lines in the market at a MSRP of \$10 USD. The average height of six inches for the figures was chosen as a compromise between factors such as: price point, size/display visibility, the addition of vehicles/play environments in the line, size of packaging, shelf presence,

comparableness with competing toy lines, and accommodation for adequate sculpt/detail and articulation. It was decided that the focus would be on the main character I-X, and that the branding for the entire line would be based on this character.

The following details the design development of the initial eight figures of the I-X: The Last line. The section will detail some of the design considerations for each of the characters in respect to Jordan's framework of pleasure-based design.

"Iron Bishamons"

The Iron Bishamon characters were originally conceived as a band of futuristic human soldiers. Military themed lines such as G.I. Joe, 21st Century Toys and Dragon's line of scale military figures had proven to be a favourite genre with adult toy collectors and the inclusion of the Iron Bishamons was meant to be the militaristic aspect of the line. The original designs two of the Iron Bishamon characters (Commander and Soldier) are seen in Figures 2-4. The earlier designs featured a more lightly armoured, rag-tag, urban-warfare guerrilla soldier (Figure 2A-2D). Later designs influenced by the colonial marine designs from the film Aliens and the space marine model from the videogame HALO, featured a heavier armoured trooper (Figures 2E). A Japanese samurai motif was juxtaposed with the futuristic space marine aesthetic to create the final design of the Iron Bishamon Commander and Soldier (Figures 3A-4C). To convey a sense of toughness of the characters, small elements such as shrapnel damage, ammunition belts, surgical wraps, scarification and heavy tattoos were incorporated into the design of the Iron Bishamons. The weathered look of the armour was used to create a visual reference to the combat experience of the warriors and to add a realistic look to the sculpt.

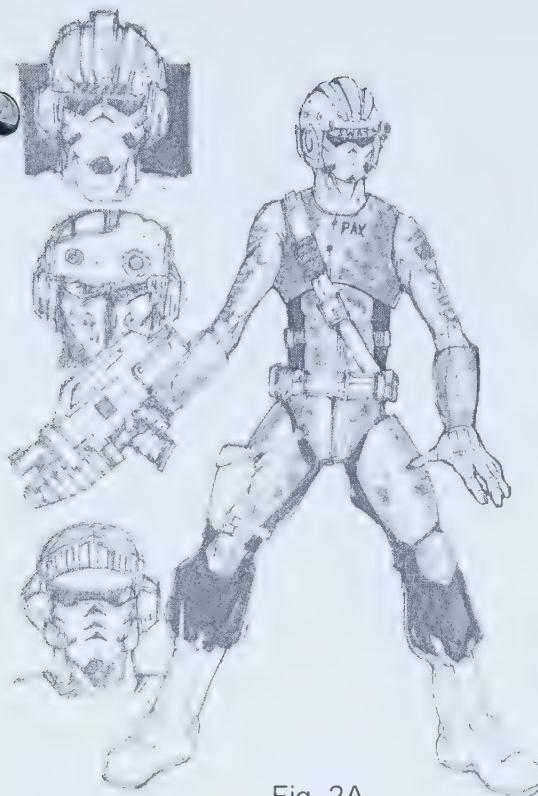


Fig. 2A



Fig. 2B



Fig. 2C



Fig. 2D



Fig. 2E



Fig. 2F

Figure 2: Development of Iron Bishamon Commander



Fig. 3A

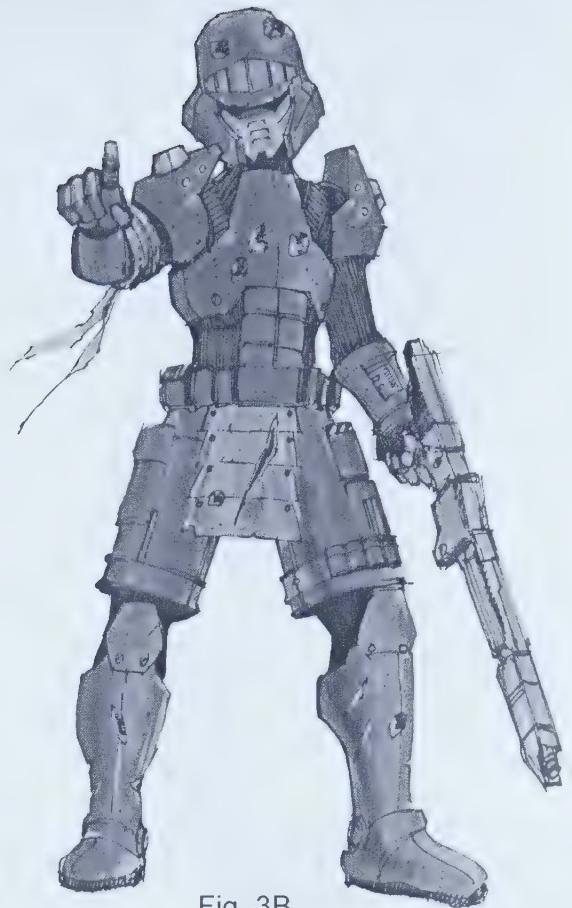


Fig. 3B

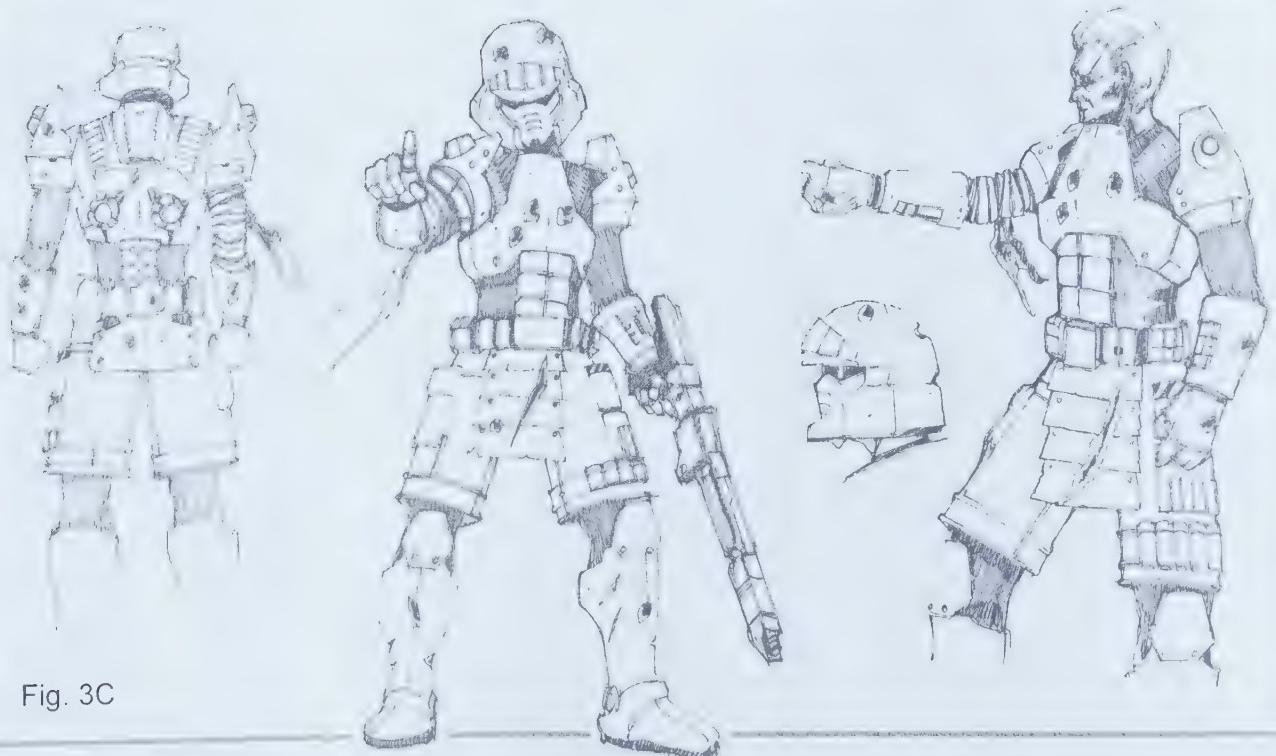


Fig. 3C

Figure 3: Development of Iron Bishamon Commander

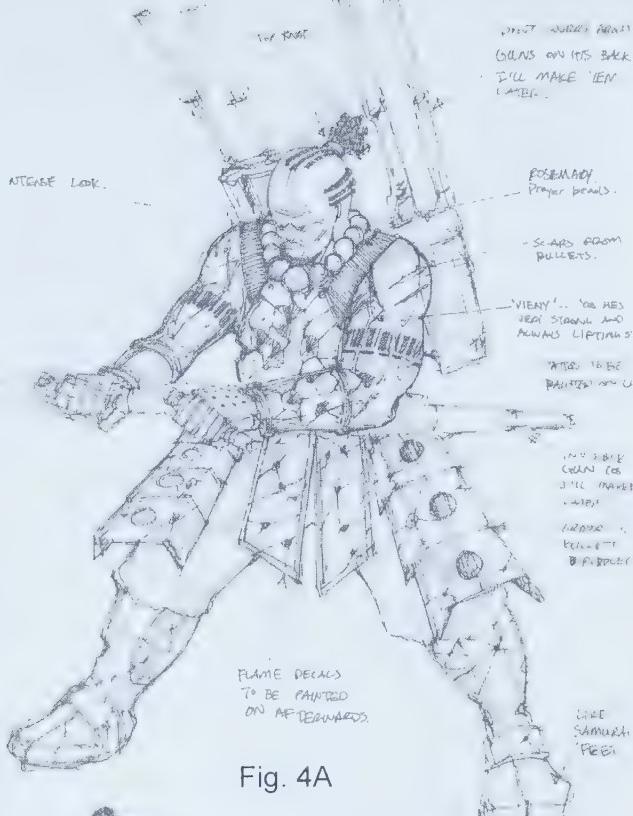


Fig. 4A

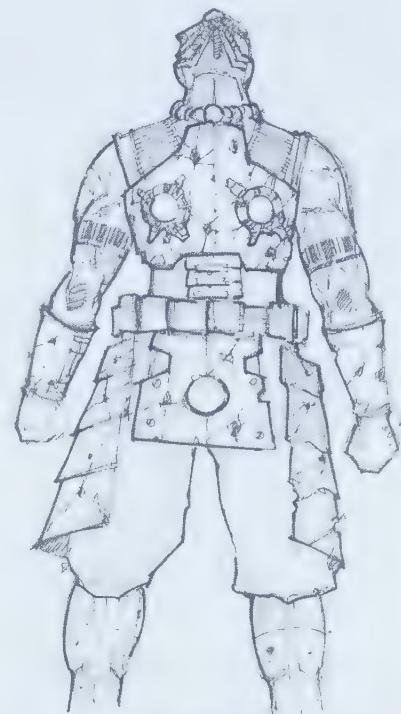


Fig. 4B



Fig. 4C



Fig. 4D

Figure 4: Development of Iron Bishamon Soldier

“General C. Pilquil”

The inspiration for General C. Pilquil's was taken from Toshiro Mifune's character General Rokurota Makabe, in Akira Kurosawa's samurai film: [The Hidden Fortress](#). To add a different take on the samurai general character, different nationalities from Middle-Eastern to Russian (Figures 5A-5C) were tried before a more South American aesthetic look was chosen. The lengthy, wind blown hair, and long leather coat was used to suggest a sense of rebelliousness and toughness in the character (Figures 5C-5f). Details such as the epaulets on the shoulders, the medals on the breast, black boots, insignias/patches and the Sam Browne belt made the design of the figure more authentic to a military background. General Pilquil's choice of a Japanese samurai sword (a reference to [The Hidden Fortress](#)) as opposed to a gun was meant to suggest a rejection of modern military-issue firearms in favour of a more classical weapon.



Fig. 5A

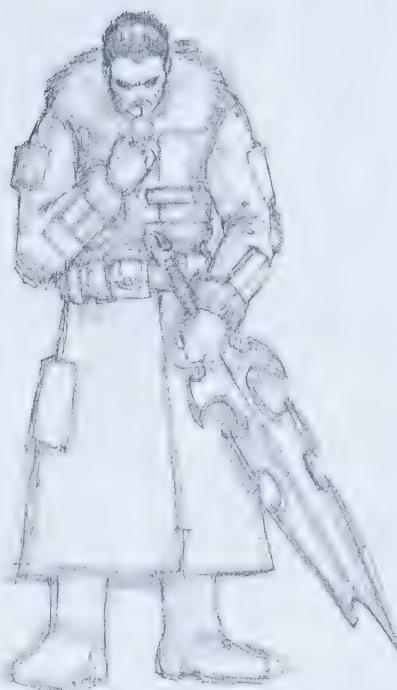


Fig. 5B



Fig. 5C



Fig. 5E



Fig. 5F

Figure 5: Development of General C. Pilquil

“Ket”

The look of the female character Ket was meant to suggest a more super-hero type of character. Inspiration of the simplistic cloak and bodysuit costume (Figure 6A, 6B) was designed to invoke the style of outfits worn by super-hero type characters from comic books such Marvel’s The X-Men and DC’s Justice League. Books about the design of comic book characters such as Mythology: The DC Comics Art of Alex Ross and Marvel Universe were used as reference material in the design of Ket’s costume. The cloth cape and the bodysuit diverted from the armoured plating/heavily padded aesthetic of the masculine characters, making Ket visually distinctive from the other characters. The use of translucent materials to denote the character’s abilities to turn invisible and to generate clones of herself gave the figure additional unique visual qualities for appreciation. The bands on her helmet, shoulder (Figure 6D), thighs and shins (Figure 6B) would be painted a bright violet color on the figure to contrast against the stark white features of the rest of the outfit to create a visually striking look in the costume.



Fig. 6A



Fig. 6B

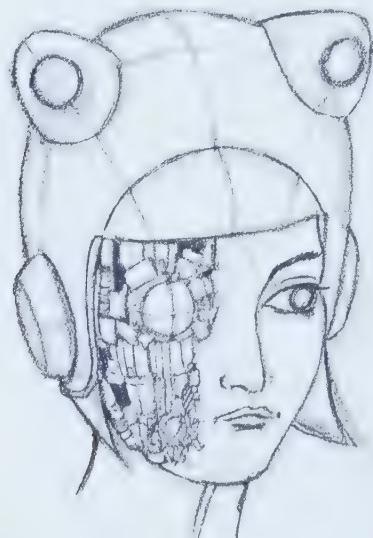


Fig. 6C



Fig. 6D

Figure 6: Development of Ket

“Nuoroc”

The design of Nuoroc (Figures 7-10) originated from the desire to create a villain that would represent man’s struggle against nature. The nature theme would be manifested in the many plant and animal-like properties of the character. Nuoroc’s design began with form studies on a distinct outer silhouette (Figures 7A-7B, 8A-8C), and would later focus on additional references to plant and animal-life in the details of his anatomy (Figure 9A-9C) and the texture on his armour plating (Figures 8B, 8C, 8D and 10). The organic armoured plating, maw-like hands, snake-like tentacles and feeding suckers on the abdomen were all elements used to create a visually interesting character that was intended to play on feelings of terror of the natural world. The hands (Figure 8A) were replaced by beak-like maws (Figures 8B-8C) that would open up like the mouth of a creature (or plant) and would appear to shoot forth dozens of razor sharp hooks that would latch on to body of the prey and pull the hapless victim onto the feeding suckers on Nuoroc’s abdomen. The tentacles (inspired by the texture of starfishes) were used to visually balance the large shell-like shoulder pads of the figure (Figures 8B and 10) to create a more dynamic and fluid look.



Fig. 7A



Fig. 7B

Figure 7: Development of Nuoroc (Initial Sketches / Ideation)



Fig. 8A

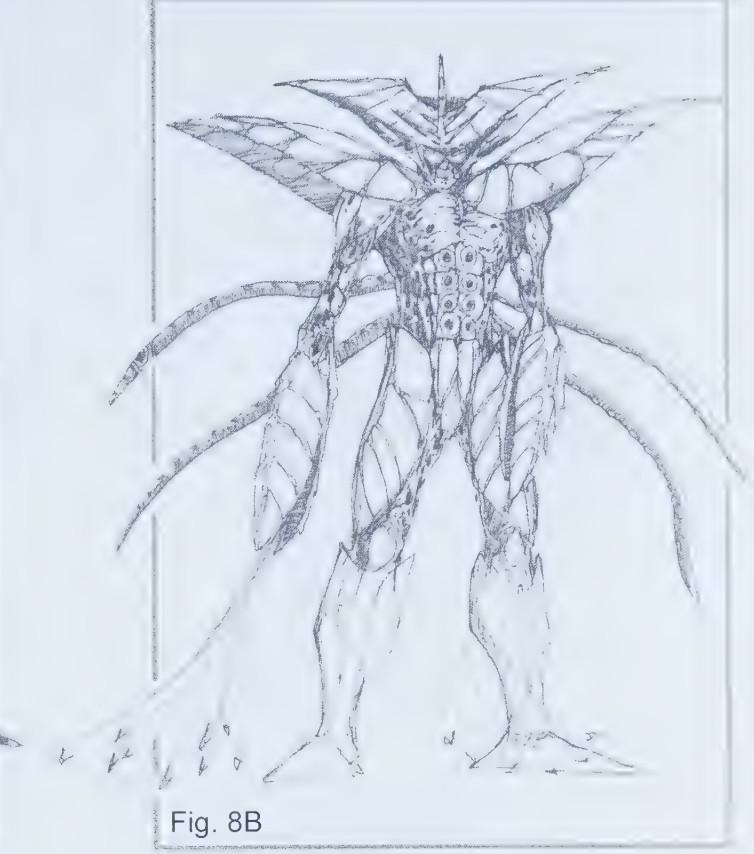


Fig. 8B

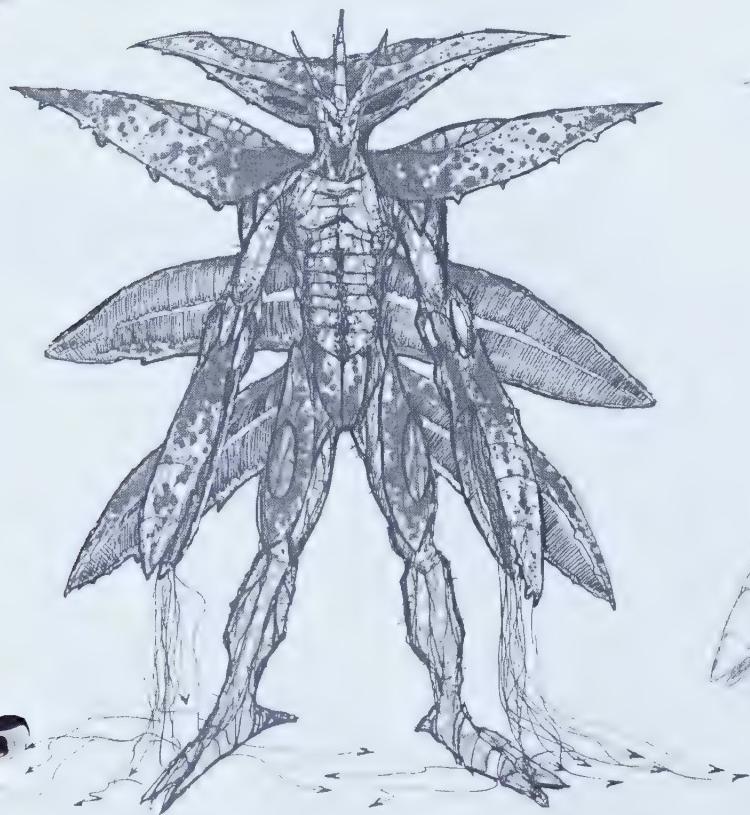


Fig. 8C

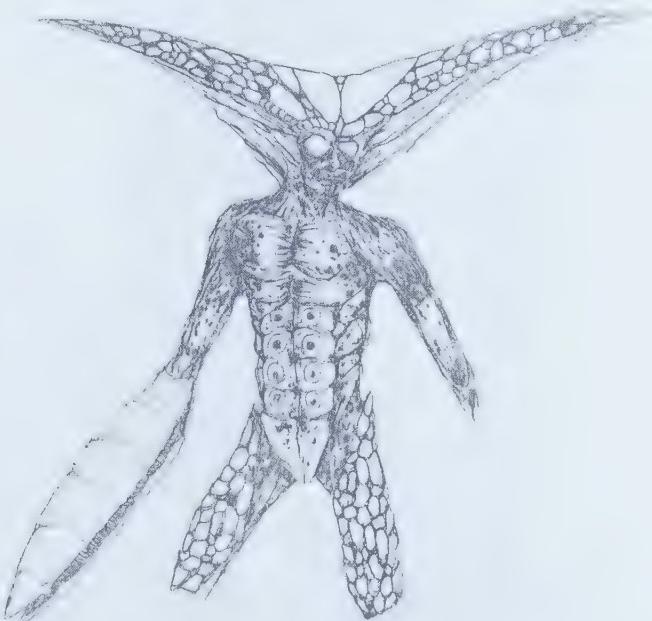


Fig. 8D

Figure 8: Development of Nuoroc

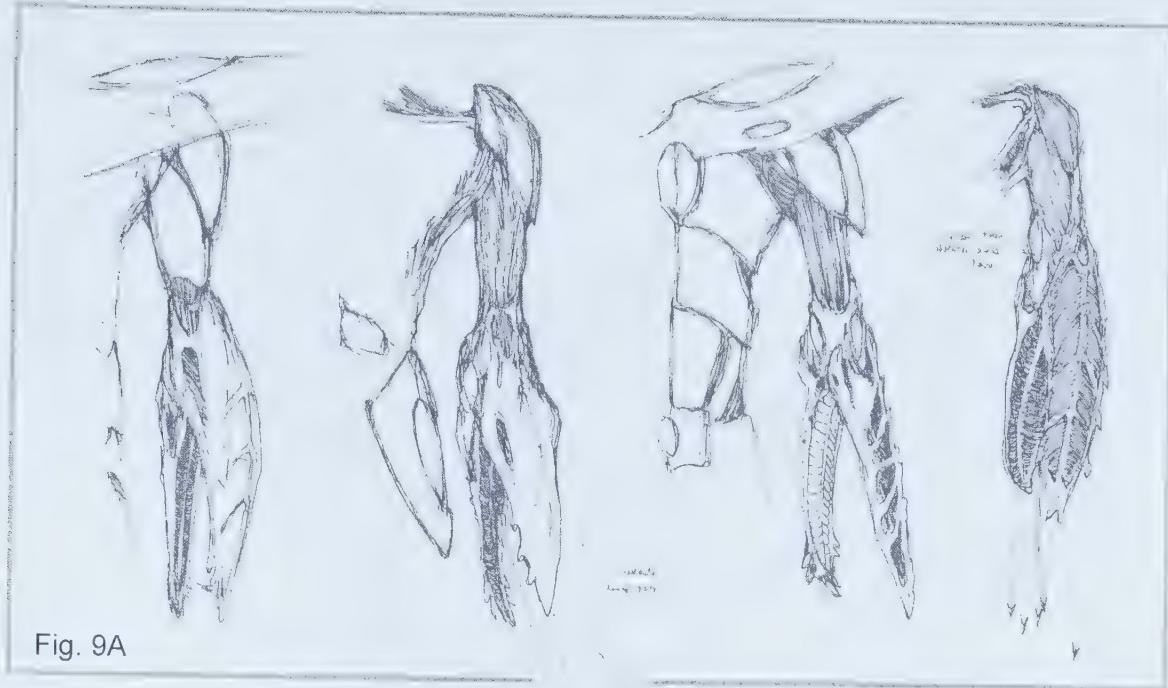


Fig. 9A

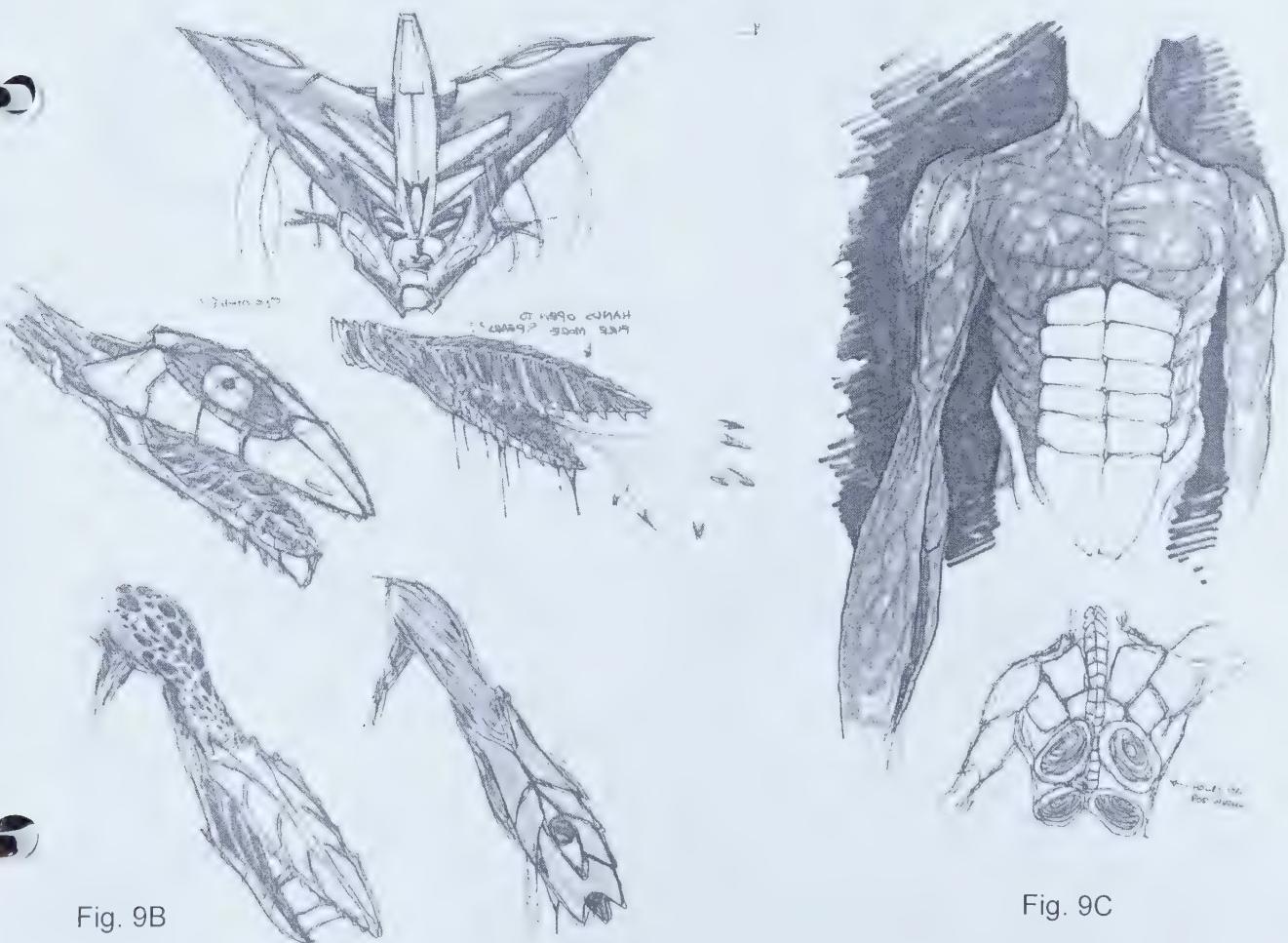


Fig. 9B

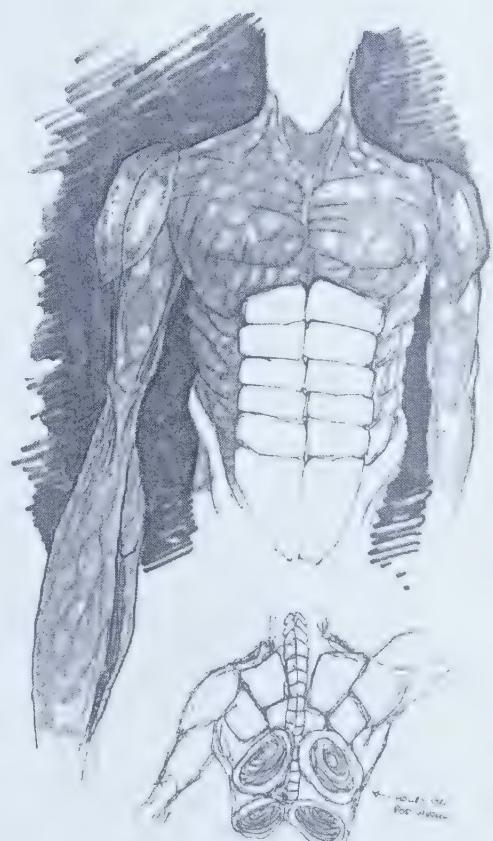


Fig. 9C

Figure 9: Development of Nuoroc



Figure 10: Development of Nuoroc

"Onifumeido"

The design objective for the character Onifumeido was to create a fearsome, zombie-like warrior whose true nature was hidden under the disguise of a lowly peasant. The design of the character was partly influenced by the designs of the Witch Kings and Sith Jedi from the Lord of The Rings films by Peter Jackson and George Lucas' Star Wars movies respectively. The character design resulted from the combination of a Japanese rice farmer with a demonic zombie creature (Figures 11A-D, 12A-C). Unlike Nuoroc whose tentacles, feeding suckers and claws were visually noticeable, Onifumeido's functionality and appearance are hidden underneath the guise of a human peasant. To add a hint of evil nature to his appearance, glowing red orbs were placed on his hat (Figures 11A-B) in a specific pattern to give the impression of multiple eyes like those of a tarantula. The glowing red orb motif was repeated on the shoulder pads, wrist gauntlets and shin guards (Figures 11D, 12C). The red glowing orbs were meant to allude to the dark, mystical powers the character possessed. The tattered black cape was added to conceal Onifumeido's decaying corpse-like body and powerful red orbs. The final pose chosen for sculpting (Figure 11D) depicted Onifumeido at the climactic moment when he casts off his disguise and reveals his grotesque body and true intentions as a powerful demonic warrior. Small details such as the maggots burrowing into his flesh (Figure 12B) and the rotting exposed flesh on his head and arms (Figure 12C) were designed to stimulate feelings of horror and repulse.



Fig. 11A



Fig. 11B

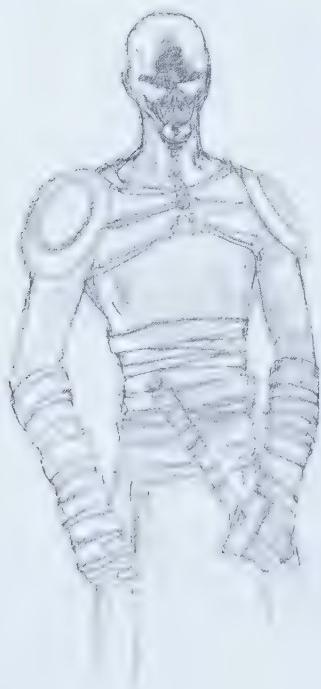


Fig. 11C



Fig. 11D

Figure 11: Development of Onifumeido



Fig. 12A

Fig. 12B

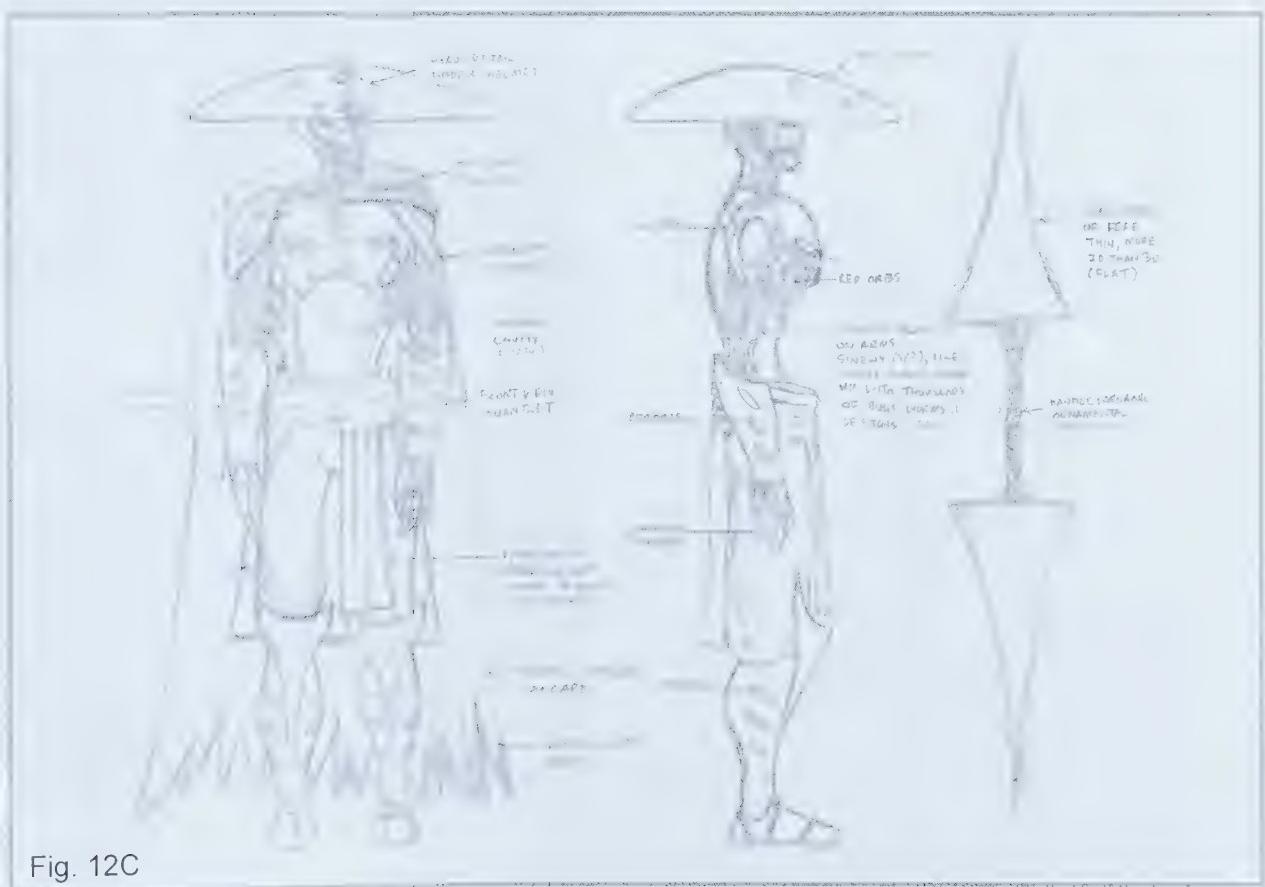


Fig. 12C

Figure 12: Development of Onifumeido



Fig. 13A



Fig. 13B



Fig. 13C

Figure 13: Development of Onifumeido

“C.I.D.”

The C.I.D. character was originally conceived of as a generic robotic soldier (Figures 14A-14B, 15), much like the Battle Droids and Stormtroopers from the Star Wars films. However, the concept of robotic soldiers was deemed too ordinary and overdone for action figures, so a slight variation was needed to make the character more interesting and stimulating. C.I.D evolved into a cyborg with exposed flesh and tendons mixed with mechanical parts to create a visually more repulsive figure (Figure 16A-C). The juxtaposition of the exposed sinewy muscles intertwined with mechanical pistons was meant to allude to imagery of metal surgical tools operating inside the human body. Nodes that resembled syringes with intravenous tubes feeding into them further played on the surgical theme (Figure 17) and were meant to make the viewer feel uneasy and slightly nauseated. The nodes and tubes were placed all over the body of C.I.D., reminiscent of mechanical umbilical cords. All of the details such as the tubes, nodes, veins, pistons and exposed muscle fibres mixed together were meant to create a visually striking figure for display.

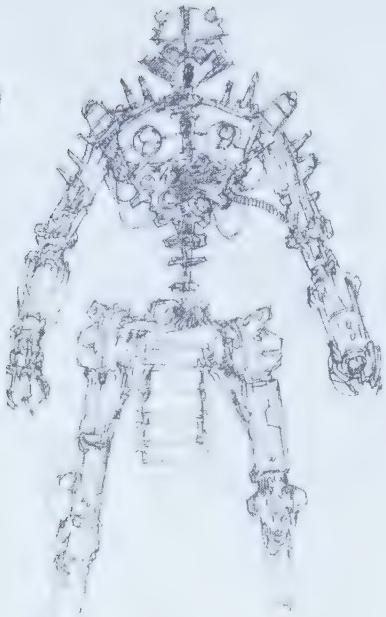


Fig. 14A

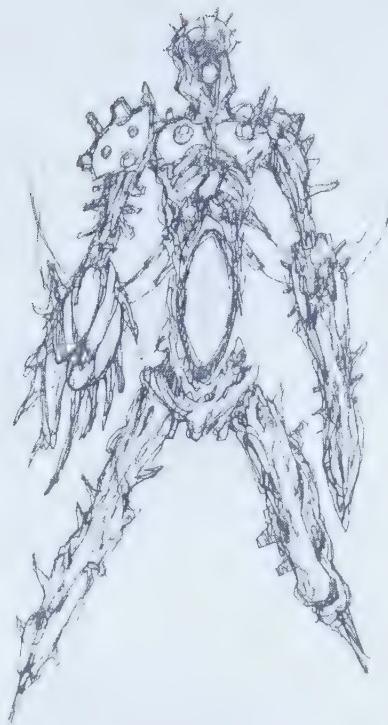


Fig. 14B

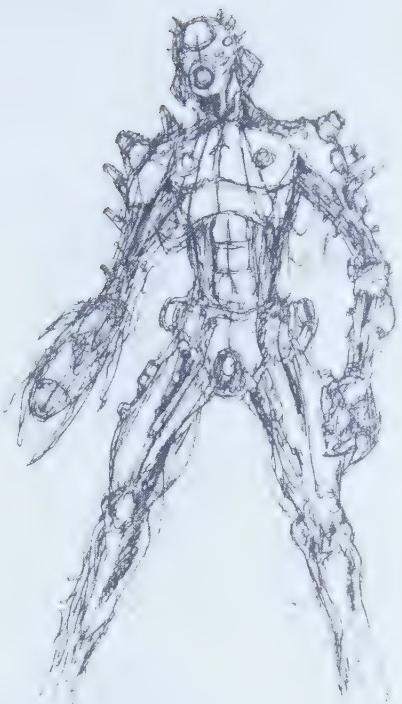


Fig. 14C

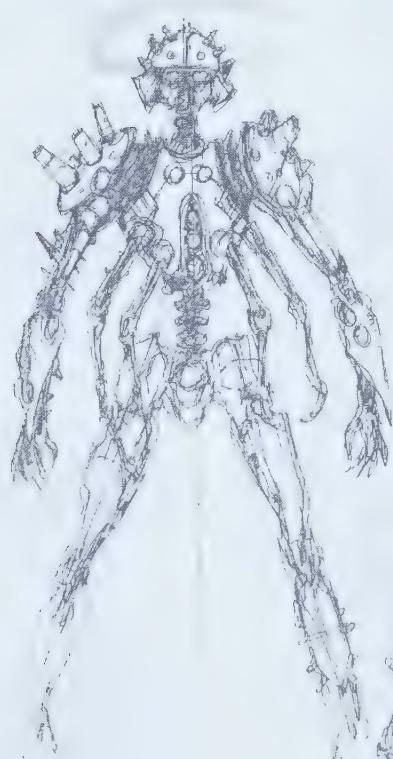


Fig. 14D

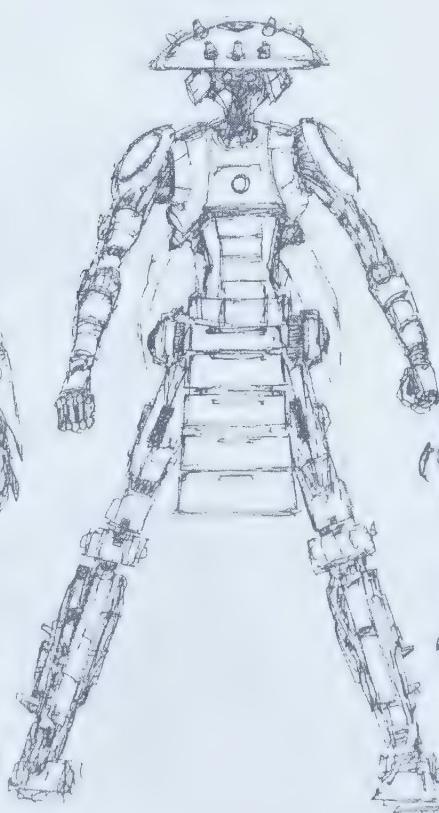


Fig. 14E

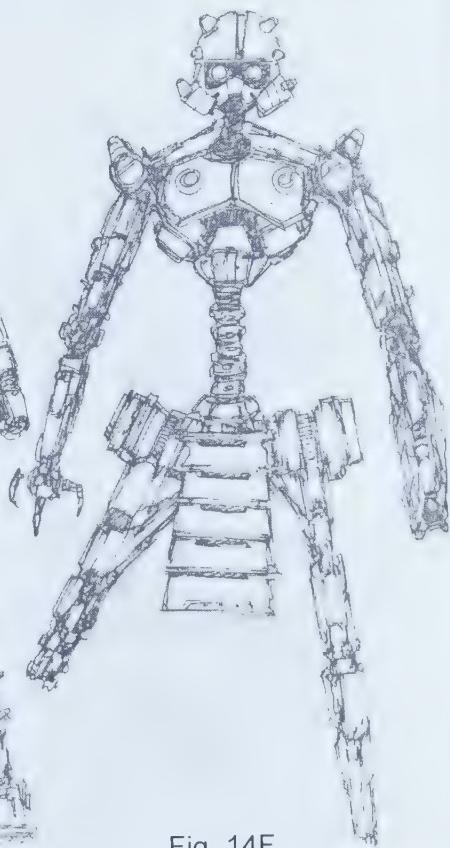


Fig. 14F

Figure 14: Development of C.I.D.

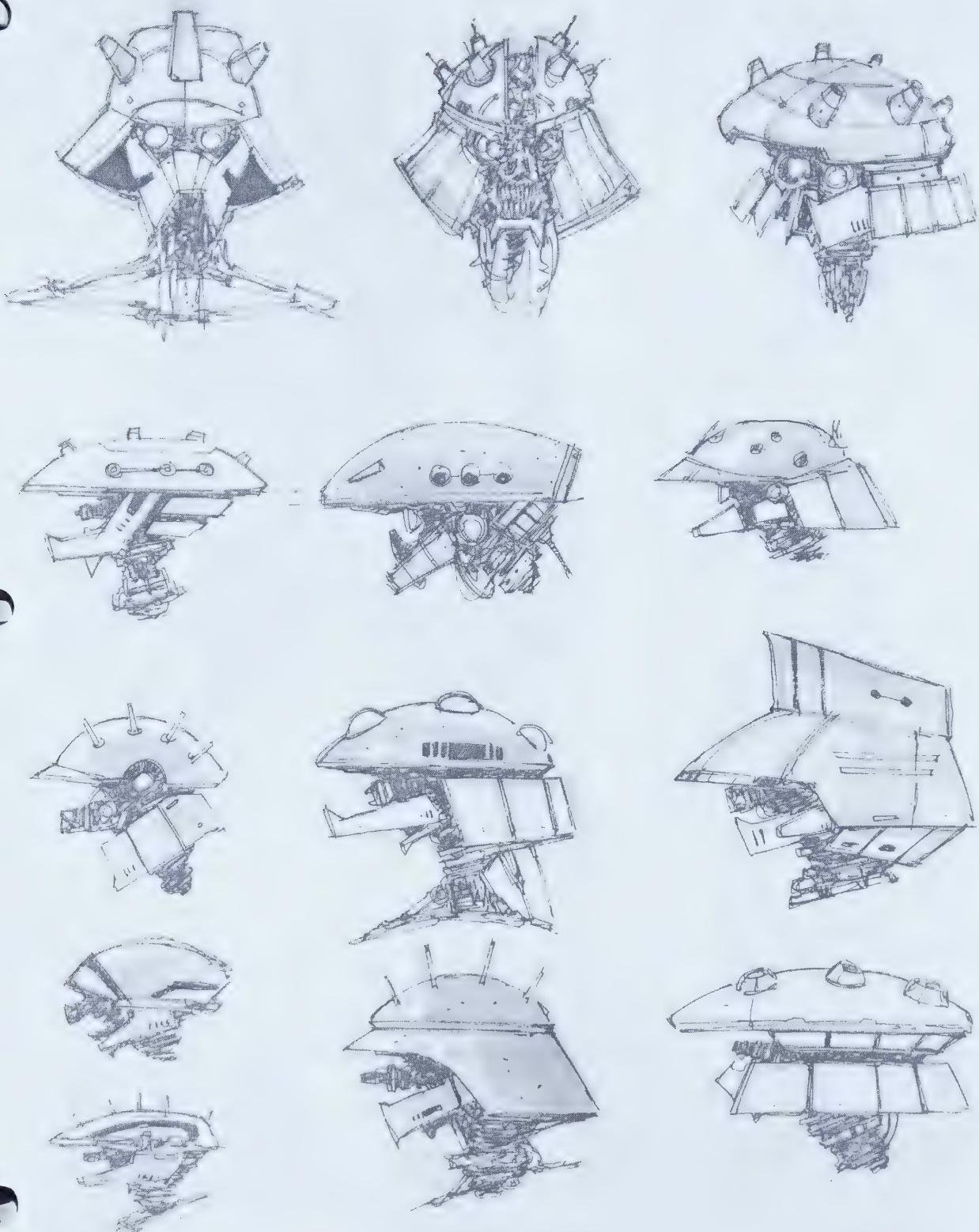


Figure 15: Development of C.I.D.

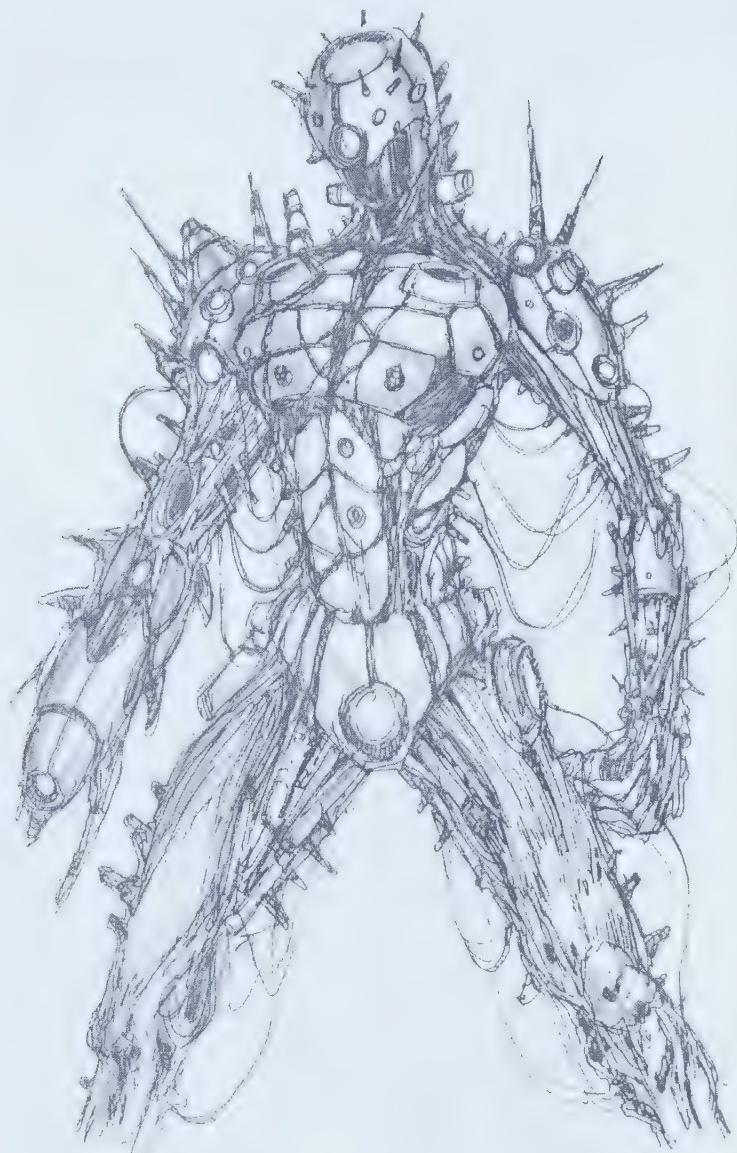


Fig. 16A

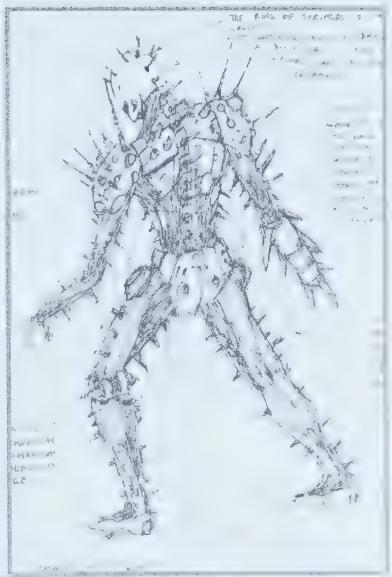


Fig. 16B

Fig. 16C

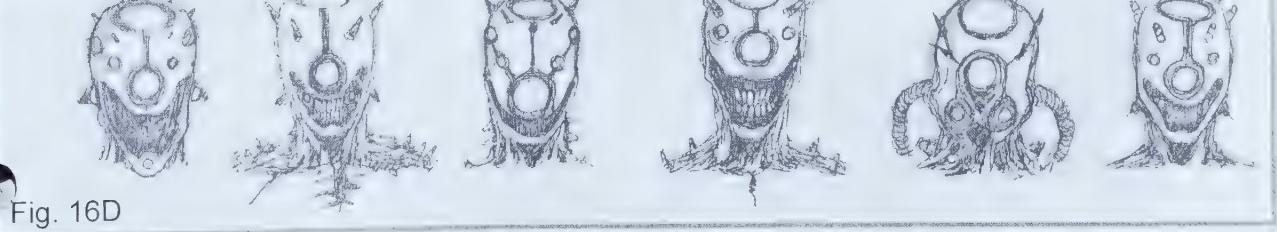
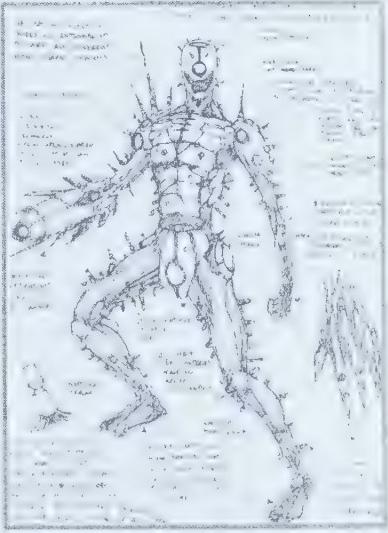


Fig. 16D

Figure 16: Development of C.I.D.

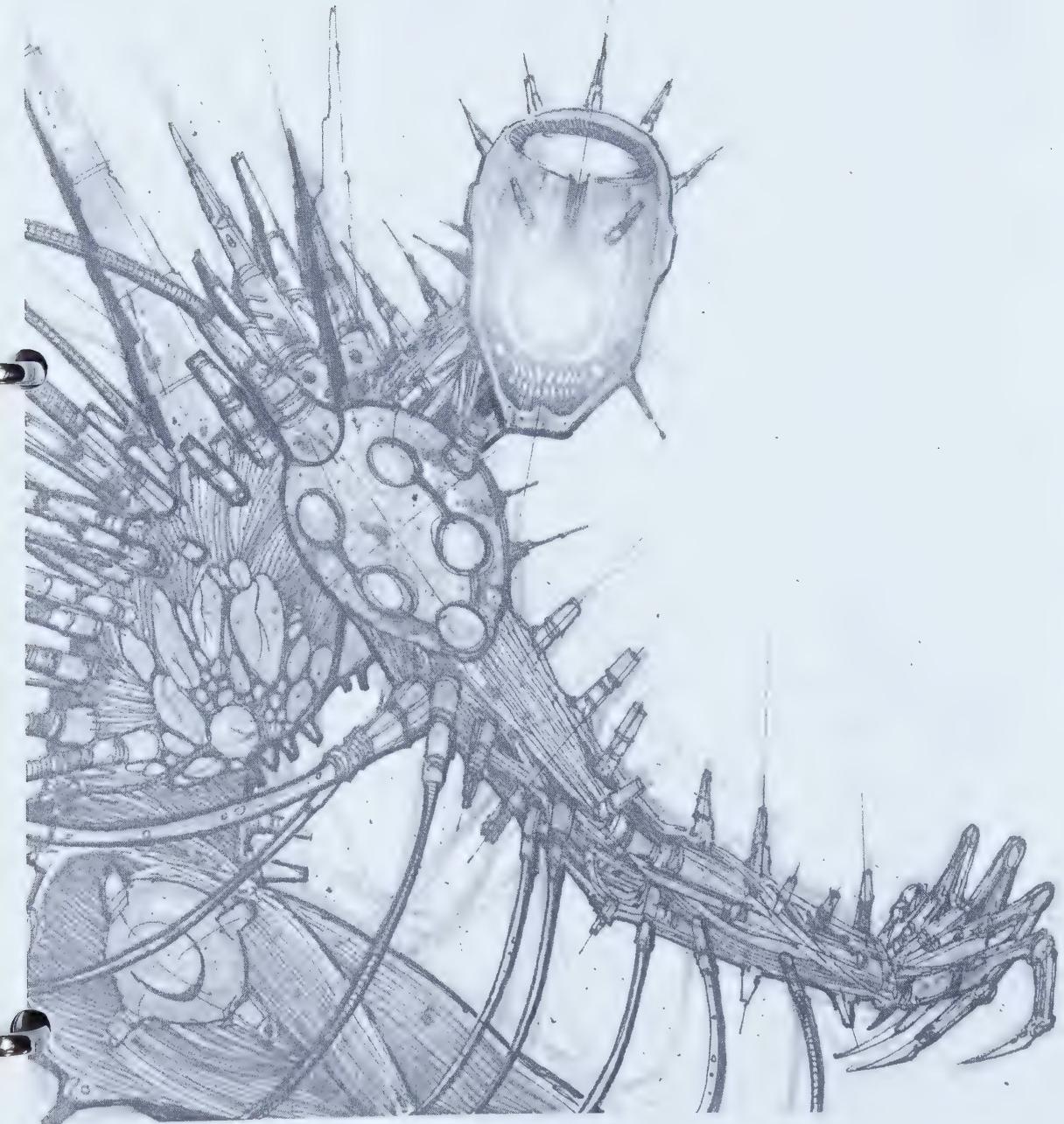


Figure 17: Development of C.I.D.

“I-X”

I-X was originally intended to be an anti-hero type of protagonist and the early concept drawings explored covering his face to make the character more mysterious and dark (Figures 18A-D). The I-X character was conceived of as a modern day ninja and his outfit is reminiscent of the traditional garb the ninjas wore but with subtle updated elements such as the neoprene-like bodysuit material and body armour (Figure 18C-D). Different hairstyles were also explored (Figure 18B) before a more anime-style of haircut was chosen (18C) due to the increasing popularity of the Japanese animation style in North America and its influence on the style of modern action figures. I-X was meant to symbolize the next stage of human evolution where the human body is augmented with robotic prosthetics (Figure 18A, 18C, 19A-B). It was decided to create an asymmetrical look to make the design more interesting visually and the mechanical arm was featured prominently on I-X’s left side (Figure 20A-B). A long, flowing Shinobi scarf was exaggerated and wrapped around the character’s right hand side to create a contrast to the heavy mechanical aesthetic on the left hand side (Figure 19A, 20A). The scarf was meant to create a unique and distinct look to the character and also act as a dramatic element that would suggest movement/speed of the character. The design of the mechanical arm was intended to be reminiscent of the type of armour the Samurais wore but with a more mechanical/robotic look (Figure 21A).



Fig. 18A

Fig. 18B



Fig. 18C

Fig. 18D

Fig. 18E

Figure 18: Development of I-X

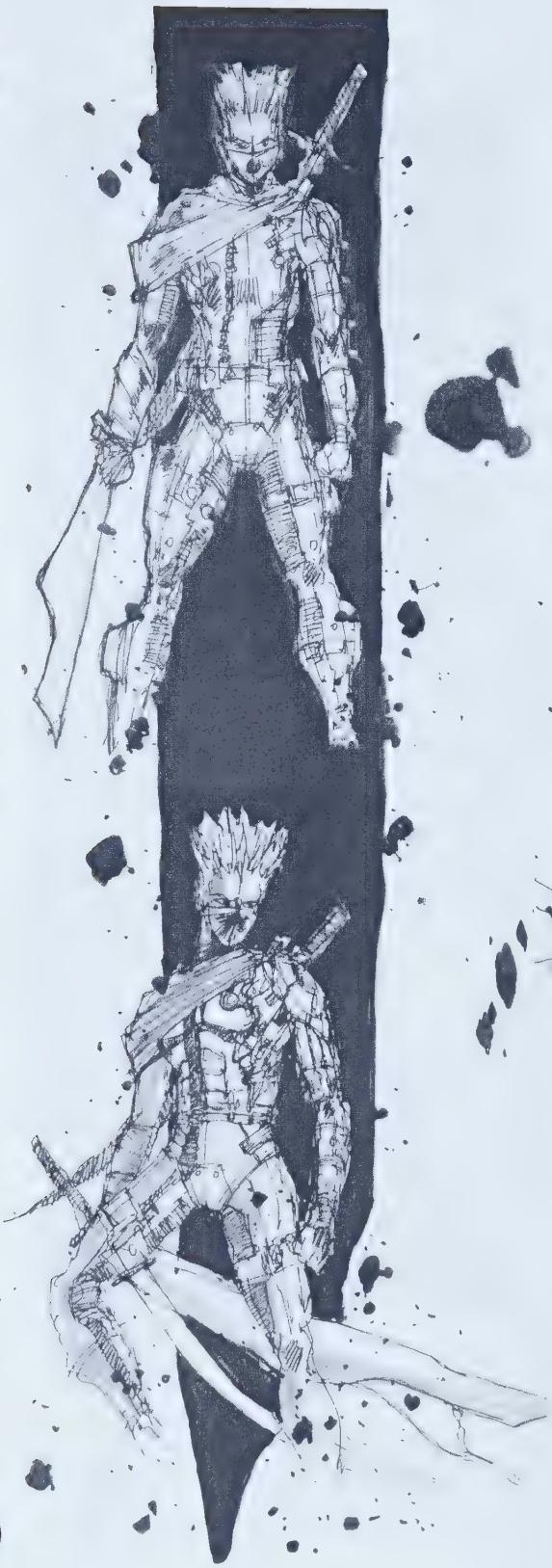


Fig. 19A

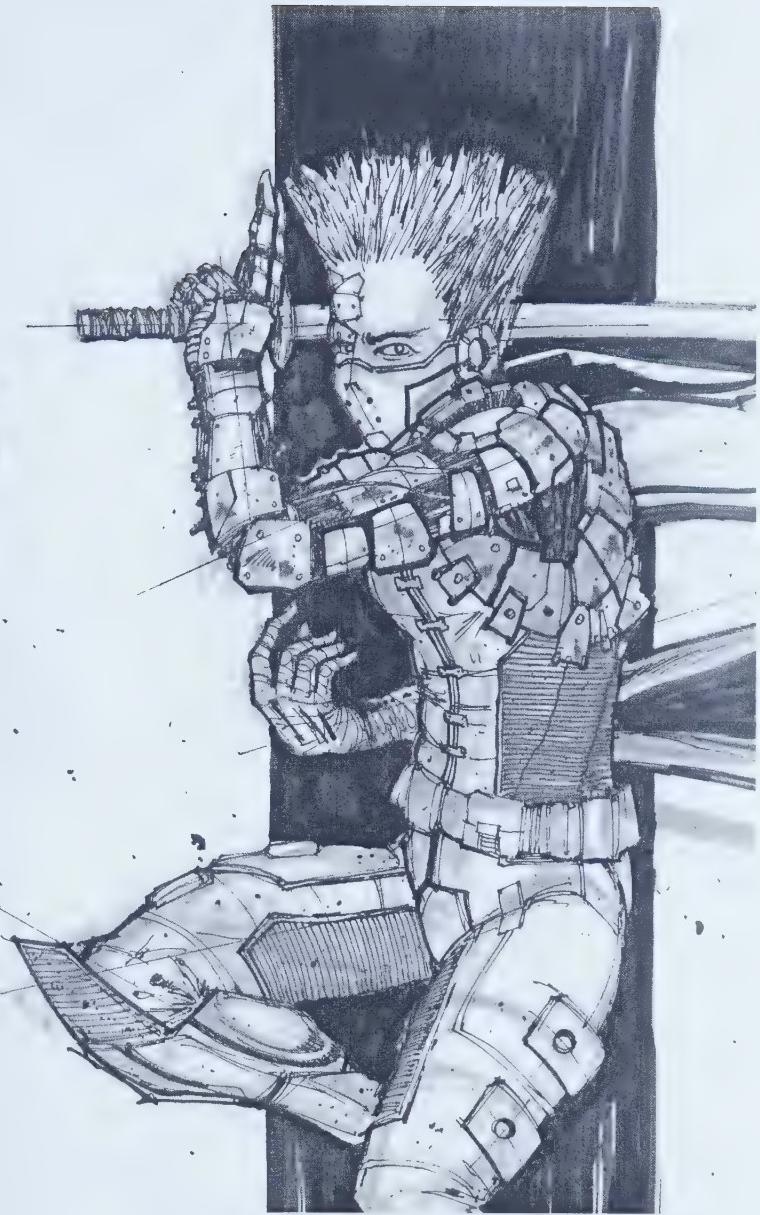


Fig. 19B

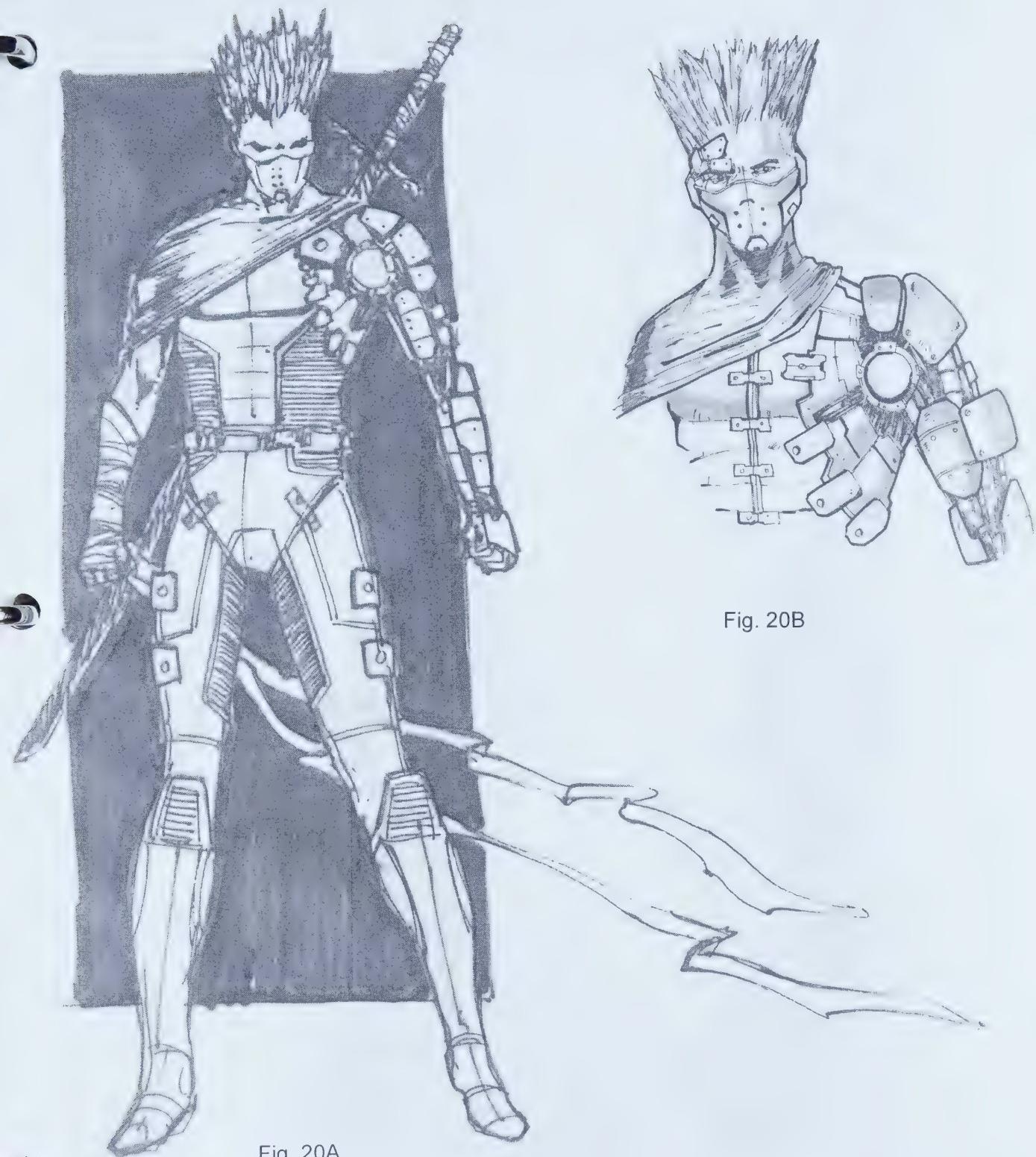


Fig. 20A

Fig. 20B

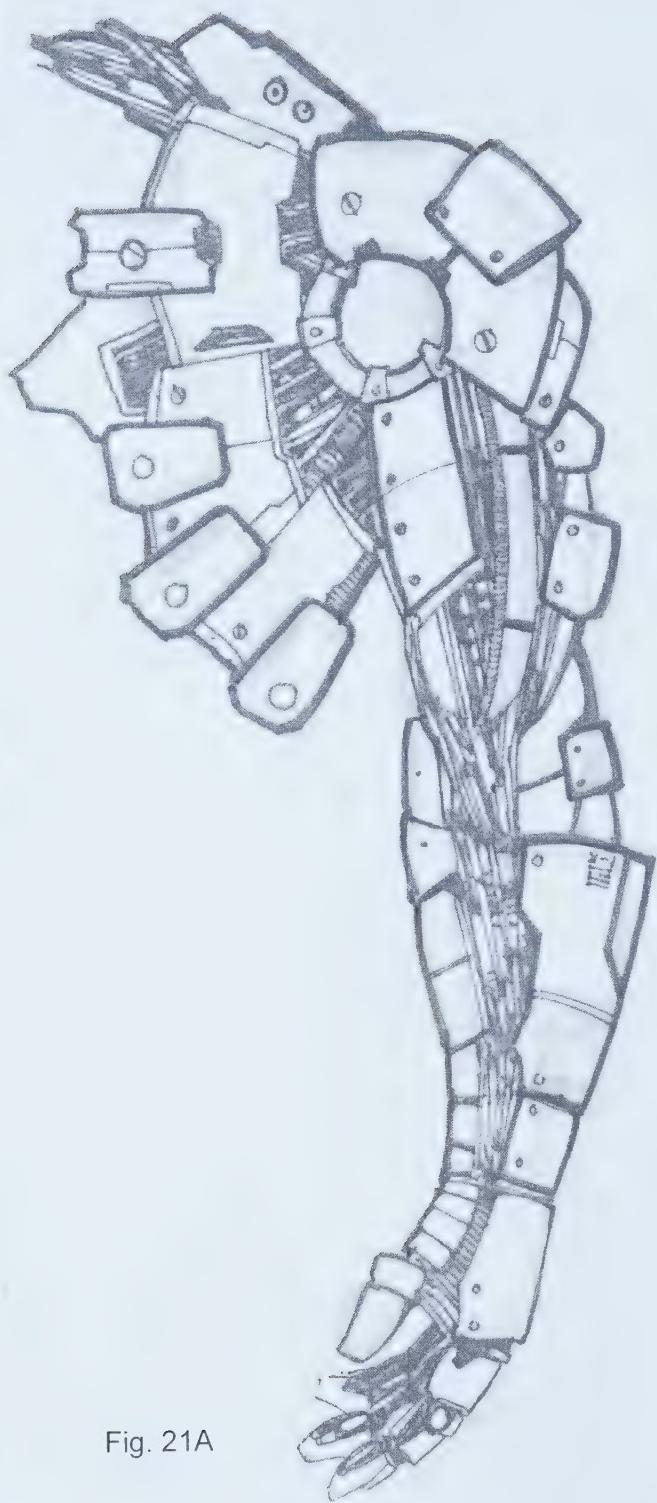


Fig. 21A

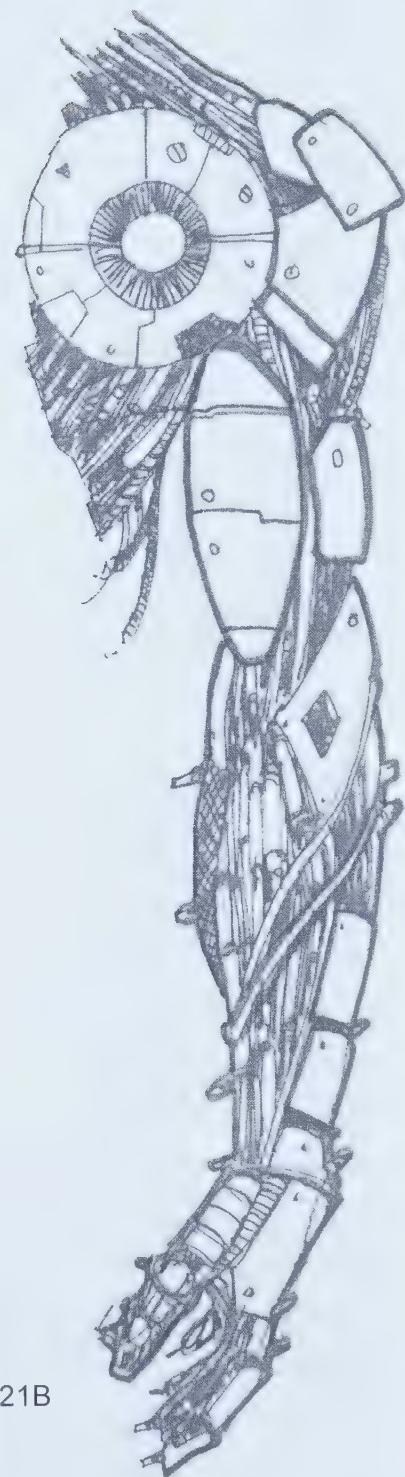


Fig. 21B

Figure 21: Development of I-X (Arm Detail)

ASSESSMENT OF PROTOTYPE FIGURES

"Iron Bishamon" Commander and Soldier Prototype Figures

The aggressive, rugged, and warlike nature of the Iron Bishamon characters were faithfully translated into three dimensions in the prototype maquettes of the Commander and Soldier seen in Figures 22A-D, 23A-D and 24. The unpainted versions of the Commander and Soldier (Figures 22A-B and Figures 23A, B, D respectively) required additional washes of paint to bring out the realistic features such as the shrapnel damage and burn marks (Figures 22C-D and 23C-D) to make the figures more visually appealing. Details such as the scar over the Commander's left eye (Figure 22B), surgical wrapping on the Commander's right arm (Figure 22A) and the tattoos on the arm and neck of the soldier (Figures 23C and 24) added a sense of toughness, individuality, and rebelliousness to the figures. The prayer necklace made from tiny metal beads and the weapons borrowed from a model kit added an impression of realism and authenticity to the soldier figure (Figure 24). The samurai warrior 'top knot' style of haircut was used on the soldier (Figure 24) to allude to the samurai influences to the design of the character. The samurai aesthetic combined with the futuristic space marine look suggested the warrior-like personas of the characters. The red coloured armour for both figures was meant to allude to the aggressive nature of the characters and to associate the two together visually by having a similar colour palette. The military/combat theme of the figures was meant to reference American armed forces and touch upon current, relevant, social issues in the target culture.



Fig. 22A



Fig. 22B



Fig. 22C

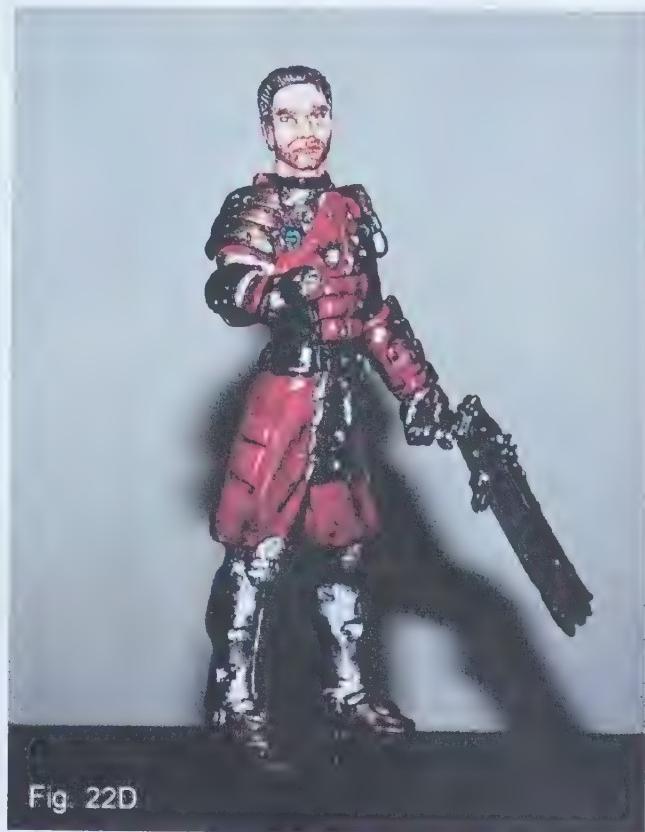


Fig. 22D

Figure 22: Prototype Figure of Iron Bishamon Commander



Figure 23: Prototype Figure of Iron Bishamon Soldier



Figure 24: Prototype Figure of Iron Bishamon Soldier

“General C. Pilquil” Prototype Figure

The sculpted prototype figure of General Pilquil differed slightly from the concept drawing in Figure 5F by having the figure in a kneeling pose drawing his sword (Figures 25B-C). The resulting sculpt was much more attractive in that it depicted a moment before the ensuing action would occur and therefore creates a sense of anticipation and excitement in the sculpted figure. The facial features accurately captured a person of South American decent (Figure 25A). As the toy line is aimed at a North American audience, the inclusion of multicultural characters reflected the variety of different ethnicities present in the culture. An allusion to Che Guevara is symbolized by a red star located on the figure’s belt (Figure 25C) and alludes to themes of anti-establishment and revolution. Fine details in the sculpted figure such as the facial hair in Figure 25A and medals on the right breast (Figure 25C) created a sense of realism and authenticity in the figure. The long, leather coat and the unruly hair were faithfully recreated in the sculpted figure to convey a sense of rebelliousness and toughness. The unshaven look and samurai sword conveyed a sense of masculinity in the figure. The prototype maquette captures the essence of the concept character design drawings and produces a captivating object for display, discussion and contemplation.

Fig. 25A



Fig. 25B

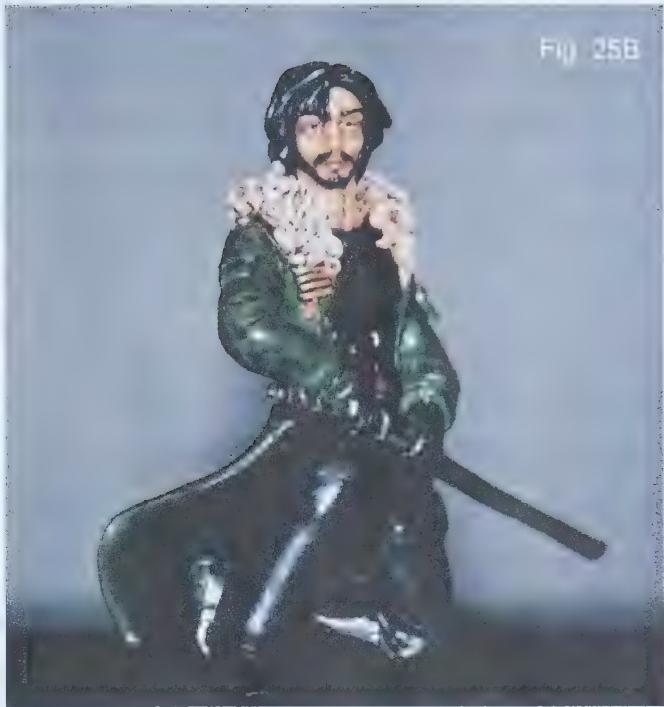


Fig. 25C



Figure 25: Prototype Figure of General C. Pilquil

"Ket" Prototype Figure

The prototype figure of Ket captured the energy and abilities of the character with an accurate sculpt and the use of different materials. The swirling base created a sense of motion and was a creative solution to prop the figure up as if she was flying (Figure 26A-B). The moulded cape created a hovering effect for the figure (Figure 26A) and complimented the energy base to create a sense of motion for the entire piece. Small, reflective jewels were used to convey glowing parts of her costume in the ears and helmet (Figure 26D). The model was sculpted at a slightly smaller size of five inches tall, to ensure the correct scale of the character's size relation to the other figures. A transparent cast of the figure represented an invisible clone (Figure 26C) of Ket to add a sense of uniqueness to the figure. Ket's visuals reinforced the theme of inner strength as opposed to reliance on technology/weapons for her character. The clean, white bodysuit distinguished her from the grittier, battle-worn look of the other characters.



Fig. 26A



Fig. 26B



Fig. 26C



Fig. 26D

“Nuoroc” Prototype Figure

Although the proportions of final sculpted maquette of the Nuoroc character differed from the design drawings, the overall impression of the character was captured. In-progress photographs of the unpainted head and shoulder pads are shown in Figures 27A and 27B. The head of the figure was sculpted a little larger in comparison with the rest of the body and the limbs were slightly bulkier than what was portrayed in the development drawings. These minor alterations were in part due to the difficulty of sculpting a one-to-one scale prototype figure with the available materials, but the overall idea of the character was faithfully recreated. The sculpt did accurately capture the armoured texture as seen in the unpainted shoulder pad in Figures 27B and 28A, and gave the figure a visually captivating quality. The serpentine tentacles conveyed a sense of liveliness and dynamism to the figure (Figure 28B). The pose of the sculpted figure was a little stiff and a livelier stance would have been preferred to showcase the animal-like nature of the character. What the figure lacked in expressive pose, it made up in sheer size. The formidable villain was sculpted a few inches taller than the other figures in the line, giving the impression of power and dominance. A variety of options were tried for the string-like hooks emitting from Nuoroc’s claws, but none were deemed acceptable. The hooks were left out of the prototype altogether at this stage until a suitable solution can be found. The sculpted figure did capture the essence of the aggressive, animal-like creature to make for a visually unusual object for display.



Fig. 27A



Fig. 27b

Figure 27: Prototype Figure of Nuoroc (In-Progress Sculpting)



Figure 28: Prototype Figure of Nuoroc

“Onifumeido” Prototype Figure

The unpainted Onifumeido maquette (Figure 29A) captured the essence of the character accurately from the concept drawings (Figure 11D) but needed painting to bring the figure to life. The colour palette was toned down to make the figure more terrifying and dark. Dark washes brought out the decaying flesh details on Onifumeido’s arms and rotting head (Figures 29B-C). The maggots burrowing into his arms and face were highlighted with lighter hues to bring attention to them. Details such as the decaying flesh and maggots made the figure more sophisticated and reinforced the mature themes of the line. Due to the fragility of the material, the double bladed weapon as depicted in the development drawings was thickened to a more blunt tool to make the weapon more durable. The belt of human skulls alluded to an occult background (Figures 29B, 29D). The glowing red orb effect was created by using light reflective plastic jewels. The sculpted pose was dramatic and engaging; depicting the moment Onifumeido revealed his true form and exposed his fearsome, double-bladed sword for battle. The final figure had a very aggressive and masculine feel to it and the detailed sculpt, various accessories (such as the belt of skulls and rotting corpse), dynamic pose and paint application gave the figure a high quality feel.



Fig. 29A



Fig. 29B



Figure 29: Prototype Figure of Onifumeido

“C.I.D.” Prototype Figure

The initial unpainted prototype maquette of C.I.D. looked too childish and unrealistic (Figures 30A-B). The Sculptey figure was then painted with a silver paint to make the armour look more metallic (Figure 30C-D). Dark washes were applied to the exposed areas that represented flesh to bring out details in the sinewy muscles and to create a gory effect to make the figure more visually stimulating. The inclusion of glass marbles embedded in the head, groin and arm cannon created a light-piping effect in which light would enter from one exposed part of the marble and create a glowing effect (Figures 30C-D). The light-piping effect gave the figure a unique feature and created an interesting focal point at the head. The sculpted pose was dynamic and depicted the figure in a menacing stance, making the overall figure visually engaging for display purposes. Electrical wires and plastic tubing added realistic detail to the figure. The use of the glass marbles and wire/tubing as well as the detailed paint application gave the figure a high quality finish. The sculpted figure did capture visually some themes of: humankind’s fear of technology, science gone awry and cloning experimentation. Overall, the finished prototype had a very strong and fearsome look to it and made for an exciting, detailed, display piece.

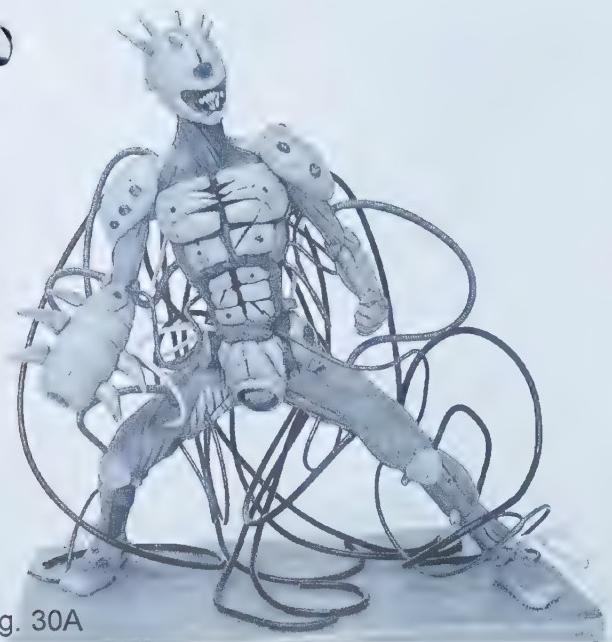


Fig. 30A



Fig. 30B



Fig. 30C



Fig. 30D

Figure 30: Prototype Figure of C.I.D.

"I-X" Prototype Figure

The I-X character was meant to embody a sense of rebelliousness, mysteriousness and toughness. The final sculpted prototype figure translated those traits into three dimensions as seen in Figures 31A-C and 32A-B. The spiky hairstyle that is commonly used in videogames and Japanese anime to denote a defiant and wild type of personality (Interviews: Gallagher) was recreated on the maquette (Figure 31C, 32A) to give the figure a sense of rebelliousness. The mask covering I-X's face (Figure 32A) was an stylized version of a ninja mask that was similar to the look of protective facial coverings downhill mountain bikers use over their faces and was befitting of the futuristic setting the toy line was set in. The concealment of facial features created a sense of mysteriousness to the character. The heavily armoured mechanical prosthetic arm alluded to the toughness/masculinity of the character: his ability to survive after losing his arm and having it replaced with a very industrial-looking, rugged and powerful robotic arm. The integration of technology with the human body was a commentary on the increasing roles machines played in our daily lives and our culture's acceptance of technology into their homes and bodies. The concept of man versus technology was evident in the juxtaposition of flesh and machine in the design of character. The highly detailed sculpting of the various mechanical parts on the prosthetic arm (Figure 32B) created a sense of realism and complexity in the figure. The use of real fabric lent an air of authenticity and sophistication to the figure. The use of dark washes to bring out the fine details such as the wires on his arm, the straps on the torso and the ribbing details (Figure 31C, 32B) created a realistic and complex look to the figure. The pose of the figure while stoic and heroic lacked a sense of movement and energy.

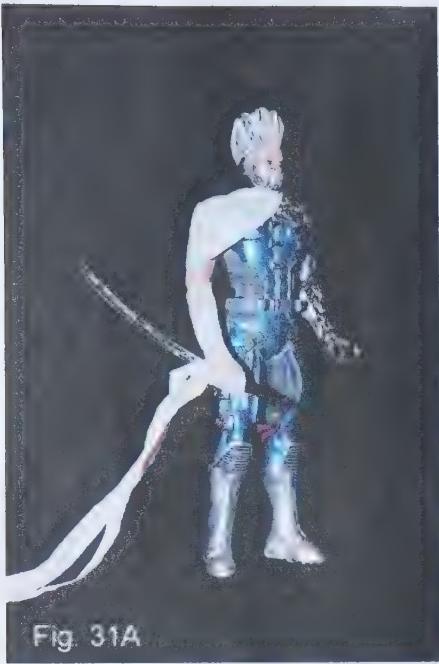


Fig. 31A



Fig. 31B



Figure 31: Prototype Figure of I-X

Fig. 32A



Fig. 32B

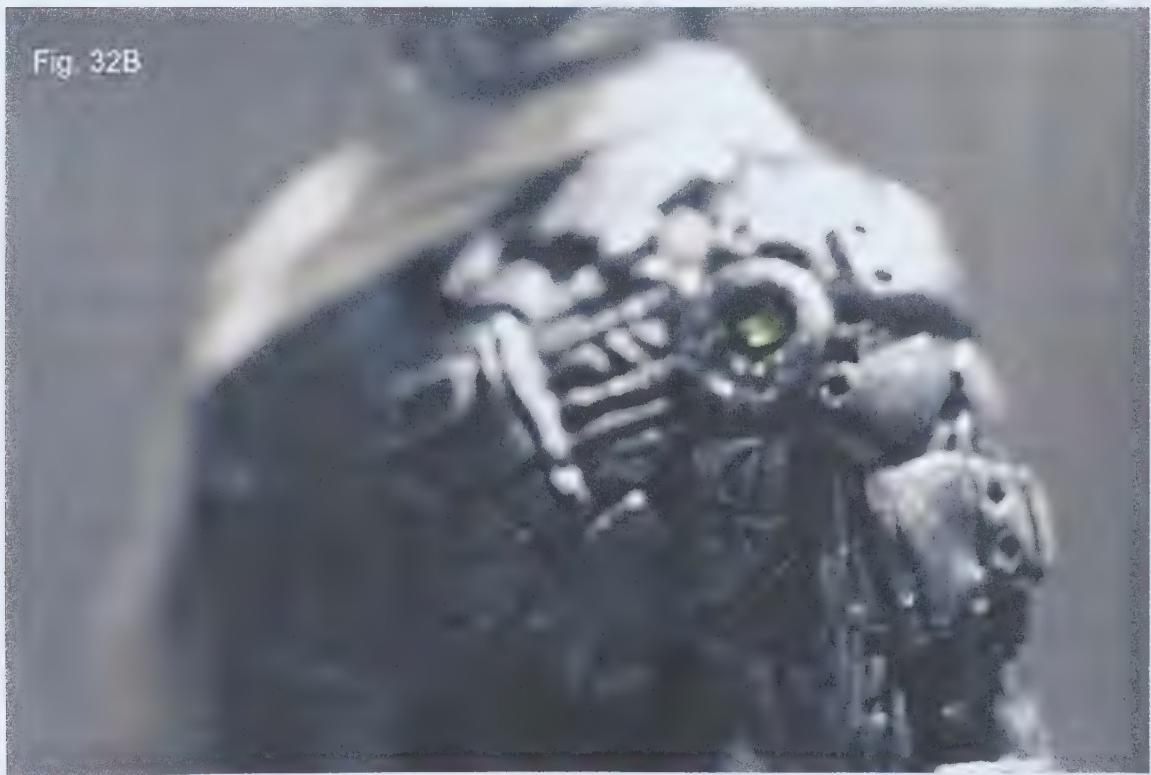


Figure 32: Prototype Figure of I-X

DISSCUSSION

It was found that Jordan's pleasure-based framework was helpful in structuring the design process to focus on identifying and implementing pleasurable benefits into the design of an original line of action figures aimed at the adult consumer. It was found that some of the Product benefits were easier to implement than others in the prototype figures such as: making the product aesthetically pleasing, to be able to be displayed for appreciation and to appeal to the majority of user group's gender roles. Other benefits such as: the product should relate to the user's socio and ideological values, as well as the product should promote escapism were used in more subtle ways in the design, depending on the character. The "Iron Bishamon" characters were very successful prototypes in that they embodied most of the qualities specified in the product benefits specification. By nature of their design, the Iron Bishamon Commander and Soldier conveyed a sense of ruggedness, toughness, individuality and masculinity. The figures represented an idealistic vision of futuristic combat warriors that would appeal to many male adult action figure buyers.

A modest sample group was used for this project due to limited resources, but future research would include a larger sample base to collect data from. Additional work would include extensive product testing of the action figures as well as developing the line for production, distribution and retail.

While this project focused on the development of physical objects as representations of the design process, Jordan's' framework could be successfully applied to other related fields beyond the action figure market including the videogame and film industries.

CONCLUSION

In conclusion, it was found that Jordan's pleasure-based framework did provide useful insight into the design of action figures aimed at the specific user base of adult figure buyers. Pleasure-based approaches helped identify pleasure mechanisms in existing toys and will be beneficial to future action figure design as designers will be aware of the properties that should be implemented into the design to provide pleasurable benefits to the end user. A more thorough understanding of how adult consumers interact with action figures was achieved. It was shown that Jordan's pleasure-based framework could be successfully applied to the action figure design process from conceptualization to prototyping. It is hoped that this project will demonstrate the importance of design and pleasure-based principles in the development of pleasurable products for not just the adult action figure buyer but the larger toy market as well. By understanding the product-person relationship better, toy manufacturers have the opportunity to be less reliant on licensed properties and can develop more original, in-house properties that focus on providing the user with pleasurable experiences. It is hoped that this will reduce the amount uninspired product currently flooding the market and lead to the development of more products that provide users with a greater sense of satisfaction.

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Interviews

Gallagher, John. Personal Interview, May 5, 2004.

Gallagher, John. Personal Interview, December 5, 2003.

Appendix A

Toy Questionnaire Form

This questionnaire is part of a student project involving a human factors approach to toy design. This is an informal questionnaire exploring what people enjoy about toys and toy buying. This is a questionnaire is a volunteer-based, so please answer only the questions you feel comfortable with.

1. What age range do you belong to? Please circle your age range:

(0-5, 6-10, 11-15, 16-20, 21-25, 26-30, 30-35, 36-40, 40-50, 50+)

2. What kind of toy lines did you enjoy playing with when you were younger?

Star Wars, Masters of the universe, Transformers, GI Joe

3. Were you content with the quality, content and amount of toys you had when you were a child?

Yes

4. Did you ever stop playing with toys, and if so how old were you approximately?

around 13 - 15

5. Was there a period(s) in your life that you didn't buy toys? If you stopped buying toys, did you return to buying toys and the reasons why.

13 - 15 age when stopped, I started buying toys around 16, I started buying again when they started re-releasing Star Wars toys I wanted them because I didn't have them all when I was younger

6. What other products/services do you enjoy? (Ex: Comics, Videogames, Movies/DVDs, models, RPGs, etc...) Comics, video games, movies/DVDs, models, cards

7. What kind of toys do you purchase now?

Masters of the Universe and Star Wars, T.M.N.T., Clive Barker Baked toys

8. Do you mainly purchase toys for yourself, your children or anyone else?

Just me or gifts for friends

9. Do you consider yourself a toy collector, a casual buyer, an enthusiast, toy buyer, none of the above, (or other)? Please write down what kind of toy consumer you see yourself as

I would consider myself a mild collector

10. What kind of genres do you like for your toys? Please list in order of Preference (Example:

1 Science Fiction, 2 Fantasy, 3 Robots, 4 War, 5 Super Hero/comic, 6 Sports, 7 Horror , etc...)

Sci-Fi / Fantasy, Horror

11. Of the following qualities, which are the top 5 most important features you look for in a toy.

Please write the numbers below the qualities.

Articulation, Detail/Sculpt, Likeness, Pose, Features, Paint Application, the Character, Materials detail, Likeness, and Pose.

12. What scale of toys do you collect the most? (2", 3-3/4", 6", 12", 18", Other) 6"

13. Approx how much do you spend on toys a month \$10.00 and in total for a year \$100.00
14. What are your 5 most favorite toy lines? 1 Masters of the universe
2 Star Wars 3 T.M.N.T.
4 Tortured Souls 5 Hellraiser
15. For your 1 favorite toy line, Are you: (Circle the one that applies to you)
a) A Completist, Buys everything b) Buys Most of the Line c) Only what you like
16. What are some reasons you like this line the most? (ie: characters, looks, play features, nostalgia, story line, size, price, etc...) 1 Nostalgia
2 Story line 3 Price
4 _____ 5 _____
17. Do you (circle one): a) Open your Toys b) Keep them in Package c) Do both
18. Do you like to display your toys? Yes / No If so, where? Home / Work / School / Other
19. Why do you buy toys? Circle all that apply: a) Hobby b) Like the show/comic/videogame/movie
c) makes me feel unique/individual d) reminds me of my childhood e) nostalgia f) for value g) Just like cool looking toys h) other
20. Do you feel that there are too many toys out on the market now? Yes / No
21. Do you feel that there are too many licensed properties out in the market right now? Yes / No
22. Would you buy a new toy line that was not based on any previous properties? Yes / No
23. Would you buy an unfamiliar toy based on what it looks like if you saw it in a magazine / store / internet? Yes / No
24. What would you like to see in a new (original) toy line? more violent details
or posse's, eg Blood Stained weapons, dead bodies
25. Would you like a toy line that was more mature in theme and aimed for adult audiences? Yes / No
26. What are some ideas you'd like to see toy companies try again? Keep Bringing Back 80s toy lines
27. What could toy companies improve upon to satisfy the customer's needs? Cheaper figures
28. What are your favorite 3 toy companies? 1 Mattel 2 Hasbro/Kenner 3 McFarlane Toys
29. What is your 1 most favorite toy and why? my favorit packaged toy would Be my Boxed Battle Cat. I love the Box art and it's a Boxed piece of my past.

The End! Thank you for your time, if you would like to talk further about toys or about this project, please feel free to leave your name, phone number and /or email address on a list (ask Adrien for it). Thank you!

Toy Questionnaire Form

This questionnaire is part of a student project involving a human factors approach to toy design. This is an informal questionnaire exploring what people enjoy about toys and toy buying. This is a questionnaire is a volunteer-based, so please answer only the questions you feel comfortable with.

1. What age range do you belong to? Please circle your age range:

(0-5, 6-10, 11-15, 16-20, 21-25, 26-30, 30-35, 36-40, 40-50, 50+)

2. What kind of toy lines did you enjoy playing with when you were younger?

G.I. Joe, Transformers

3. Were you content with the quality, content and amount of toys you had when you were a child?

No

4. Did you ever stop playing with toys, and if so how old were you approximately?

12

5. Was there a period(s) in your life that you didn't buy toys? If you stopped buying toys, did you return to buying toys and the reasons why.

No

6. What other products / services do you enjoy? (Ex: Comics, Videogames, Movies / DVDs, models, RPGs, etc...) Comics, DVD, Videogame

7. What kind of toys do you purchase now?

Movie memorabilia, McFarlane

8. Do you mainly purchase toys for yourself, your children or anyone else?

Me

9. Do you consider yourself a toy collector, a casual buyer, an enthusiast, toy buyer, none of the above, (or other)? Please write down what kind of toy consumer you see yourself as

Casual Buyer

10. What kind of genres do you like for your toys? Please list in order of Preference (Example:

1 Science Fiction, 2 Fantasy, 3 Robots, 4 War, 5 Super Hero/comic, 6 Sports, 7 Horror , etc...)

5, 7, 2, 1, 3, 4,
1, 4

11. Of the following qualities, which are the top 5 most important features you look for in a toy.

Please write the number below the qualities.

Articulation, Detail/Sculpt, Likeness, Pose, Features, Paint Application, the Character, Materials

4 5 6 3 7 2 1 8

12. What scale of toys do you collect the most? (2", 3-3/4", 6", 12", 18", Other) 17" / 18"

13. Approx how much do you spend on toys a month 40 and in total for a year 500
14. What are your 5 most favorite toy lines? 1 Movie Maniacs
2 Marvel Legends 3
4 _____ 5
15. For your 1 favorite toy line, Are you: (Circle the one that applies to you)
a) A Completist, Buys everything b) Buys Most of the Line c) Only what you like c)
16. What are some reasons you like this line the most? (ie: characters, looks, play features, nostalgia, story line, size, price, etc...) 1 Looks
2 Nostalgia 3
4 _____ 5
17. Do you (circle one): a) Open your Toys b) Keep them in Package c) Do both c)
18. Do you like to display your toys? Yes No If so, where? Home / Work / School / Other
19. Why do you buy toys? Circle all that apply: a) Hobby b) Like the show/comic/videogame/movie
c) makes me feel unique/individual d) reminds me of my childhood e) nostalgia f) for value g) Just like cool looking toys h)other _____
20. Do you feel that there are too many toys out on the market now? Yes No
21. Do you feel that there are too many licensed properties out in the market right now? Yes No
22. Would you buy a new toy line that was not based on any previous properties? Yes No
23. Would you buy an unfamiliar toy based on what it looks like if you saw it in a magazine / store / internet? Yes No
24. What would you like to see in a new (original) toy line? _____
More Movie Toys.
25. Would you like a toy line that was more mature in theme and aimed for adult audiences? Yes No
26. What are some ideas you'd like to see toy companies try again? _____
27. What could toy companies improve upon to satisfy the customer's needs? _____
28. What are your favorite 3 toy companies? 1 McFarlane 2 Hasbro 3
29. What is your 1 most favorite toy and why? Spawn. Reminds me of the
comics and like Todd's detail.

The End! Thank you for your time, if you would like to talk further about toys or about this project, please feel free to leave your name, phone number and /or email address on a list (ask Adrien for it). Thank you!

Toy Questionnaire Form

This questionnaire is part of a student project involving a human factors approach to toy design. This is an informal questionnaire exploring what people enjoy about toys and toy buying. This is a questionnaire is a volunteer-based, so please answer only the questions you feel comfortable with.

1. What age range do you belong to? Please circle your age range:

(0-5, 6-10, 11-15, 16-20, 21-25, 26-30, 30-35, 36-40, 40-50, 50+)

2. What kind of toy lines did you enjoy playing with when you were younger?

MAJOR MATT MASON, GI JOE

3. Were you content with the quality, content and amount of toys you had when you were a child?

4. Did you ever stop playing with toys, and if so how old were you approximately?

20

5. Was there a period(s) in your life that you didn't buy toys? If you stopped buying toys, did you return to buying toys and the reasons why.

YES, NOT AGAIN

6. What other products / services do you enjoy? (Ex: Comics, Videogames, Movies / DVDs, models, RPGs, etc...) COMICS, MOVIES/DVD'S

7. What kind of toys do you purchase now?

STAR WARS

8. Do you mainly purchase toys for yourself, your children or anyone else?

MYSELF

9. Do you consider yourself a toy collector, a casual buyer, an enthusiast, toy buyer, none of the above, (or other)? Please write down what kind of toy consumer you see yourself as

TOY COLLECTOR

10. What kind of genres do you like for your toys? Please list in order of Preference (Example:

1 Science Fiction, 2 Fantasy, 3 Robots, 4 War, 5 Super Hero/comic, 6 Sports, 7 Horror , etc...)

1, 3, 2, 5

11. Of the following qualities, which are the top 5 most important features you look for in a toy.

Please write the number below the qualities.

Articulation, Detail/Sculpt, Likeness, Pose, Features, Paint Application, the Character, Materials
1, 2, 3, 4

12. What scale of toys do you collect the most? (2", 3-3/4", 6", 12", 18", Other)

3-3/4"

13. Approx how much do you spend on toys a month DEPENDS and in total for a year 4,000
14. What are your 5 most favorite toy lines? 1 STAR WARS
2 _____ 3 _____
4 _____ 5 _____
15. For your 1 favorite toy line, Are you: (Circle the one that applies to you)
a) A Completist, Buys everything b) Buys Most of the Line c) Only what you like
16. What are some reasons you like this line the most? (ie: characters, looks, play features, nostalgia, story line, size, price, etc...) 1 CHARACTERS
2 NOSTALGIA 3 _____
4 _____ 5 _____
17. Do you (circle one): a) Open your Toys b) Keep them in Package Do both
18. Do you like to display your toys? Yes / No If so, where? Home Work / School / Other
19. Why do you buy toys? Circle all that apply: a) Hobby b) Like the show/comic/videogame/movie
c) makes me feel unique/individual d) reminds me of my childhood e) nostalgia f) for value g) just like cool looking toys h) other _____
20. Do you feel that there are too many toys out on the market now? Yes / No
21. Do you feel that there are too many licensed properties out in the market right now? Yes / No
22. Would you buy a new toy line that was not based on any previous properties? Yes No
23. Would you buy an unfamiliar toy based on what it looks like if you saw it in a magazine / store / internet? Yes / No
24. What would you like to see in a new (original) toy line?

25. Would you like a toy line that was more mature in theme and aimed for adult audiences? Yes / No
26. What are some ideas you'd like to see toy companies try again?

27. What could toy companies improve upon to satisfy the customer's needs?
CUSTOMER SERVICE, LISTEN TO THE PUBLIC

28. What are your favorite 3 toy companies? 1 HABRO 2 _____ 3 _____
29. What is your 1 most favorite toy and why? SANDCRAWLER, Too Cool

The End! Thank you for your time, if you would like to talk further about toys or about this project, please feel free to leave your name, phone number and /or email address on a list (ask Adrien for it). Thank you!

Toy Questionnaire Form

This questionnaire is part of a student project involving a human factors approach to toy design. This is an informal questionnaire exploring what people enjoy about toys and toy buying. This is a questionnaire is a volunteer-based, so please answer only the questions you feel comfortable with.

1. What age range do you belong to? Please circle your age range:

(0-5, 6-10, 11-15, 16-20, 21-25, 26-30, 30-35, 36-40, 40-50, 50+)

2. What kind of toy lines did you enjoy playing with when you were younger?

Transformers, Gi-Joe, He-man, Ninja Turtle,

3. Were you content with the quality, content and amount of toys you had when you were a child?

When I was a kid a toy was a toy, more the better

4. Did you ever stop playing with toys, and if so how old were you approximately?

Not really

5. Was there a period(s) in your life that you didn't buy toys? If you stopped buying toys, did you return to buying toys and the reasons why?

Always had a soft spot for toys

6. What other products / services do you enjoy? (Ex: Comics, Videogames, Movies / DVDs, models, RPGs, etc...) Comics, DVD, Games,

7. What kind of toys do you purchase now?

Transformers, Spawn, Die Cast cars

8. Do you mainly purchase toys for yourself, your children or anyone else?

Self, gifts for friends

9. Do you consider yourself a toy collector, a casual buyer, an enthusiast, toy buyer, none of the above, (or other)? Please write down what kind of toy consumer you see yourself as

Collector - basically trying to keep a running stop going

10. What kind of genres do you like for your toys? Please list in order of Preference (Example:

1 Science Fiction, 2 Fantasy, 3 Robots, 4 War, 5 Super Hero/comic, 6 Sports, 7 Horror , etc...)

3, 4, 5, 2, 1, 7, 6

11. Of the following qualities, which are the top 5 most important features you look for in a toy.

Please write the number below the qualities.

Articulation, Detail/Sculpt, Likeness, Pose, Features, Paint Application, the Character, Materials

5 3 1

4 2

12. What scale of toys do you collect the most? (2", 3-3/4", 6", 12", 18", Other) _____

13. Approx how much do you spend on toys a month \$0 and in total for a year \$1000
14. What are your 5 most favorite toy lines? 1 Transformers
2 Gr - Joe 3 Video game toy
4 Spain 5 _____
15. For your 1 favorite toy line, Are you: (Circle the one that applies to you)
a) A Completist, Buys everything b) Buys Most of the Line c) Only what you like
16. What are some reasons you like this line the most? (ie: characters, looks, play features, nostalgia, story line, size, price, etc...) 1 Characters
2 Dc Cast 3 2 - Toys in 1
4 - Nostalgia 5 _____
17. Do you (circle one): a) Open your Toys b) Keep them in Package c) Do both
18. Do you like to display your toys? Yes / No If so, where? Home / Work / School / Other
19. Why do you buy toys? Circle all that apply: a) Hobby b) Like the show/comic/videogame/movie
c) makes me feel unique/individual d) reminds me of my childhood e) nostalgia f) for value g) Just like cool looking toys h) other
20. Do you feel that there are too many toys out on the market now? Yes No
21. Do you feel that there are too many licensed properties out in the market right now? Yes No
22. Would you buy a new toy line that was not based on any previous properties? Yes No
23. Would you buy an unfamiliar toy based on what it looks like if you saw it in a magazine / store / internet? Yes No
24. What would you like to see in a new (original) toy line? Metal parts, built to last, awesome paint scences
25. Would you like a toy line that was more mature in theme and aimed for adult audiences? Yes No
26. What are some ideas you'd like to see toy companies try again? Big on toys that link together
27. What could toy companies improve upon to satisfy the customer's needs? again metal parts
28. What are your favorite 3 toy companies? 1 Takara 2 Hasbro 3 Bandai
29. What is your 1 most favorite toy and why? 20 Ann prime, is every thing I wanted as a kid

The End! Thank you for your time, if you would like to talk further about toys or about this project, please feel free to leave your name, phone number and /or email address on a list (ask Adrien for it). Thank you!

13. Approx how much do you spend on toys a month \$80 and in total for a year \$1000
14. What are your 5 most favorite toy lines? 1 Transformers
2 G.I. Joe 3 Video game toy
4 Spider-Man 5
15. For your 1 favorite toy line, Are you: (Circle the one that applies to you)
a) A Completist, Buys everything b) Buys Most of the Line c) Only what you like
16. What are some reasons you like this line the most? (ie: characters, looks, play features, nostalgia, story line, size, price, etc...) 1 Characters
2 Die Cast 3 2 - Toys in 1
4 - Nostalgia 5
17. Do you (circle one): a) Open your Toys b) Keep them in Package c) Do both
18. Do you like to display your toys? Yes / No If so, where? Home / Work / School / Other
19. Why do you buy toys? Circle all that apply: a) Hobby b) Like the show/comic/videogame/movie
c) makes me feel unique/individual d) reminds me of my childhood e) nostalgia f) for value g) just like cool looking toys h) other
20. Do you feel that there are too many toys out on the market now? Yes No
21. Do you feel that there are too many licensed properties out in the market right now? Yes No
22. Would you buy a new toy line that was not based on any previous properties? Yes No
23. Would you buy an unfamiliar toy based on what it looks like if you saw it in a magazine / store / internet? Yes No
24. What would you like to see in a new (original) toy line? Metal parts, built to last, awesome paint scenes
25. Would you like a toy line that was more mature in theme and aimed for adult audiences? Yes No
26. What are some ideas you'd like to see toy companies try again? Big on toys that link together
27. What could toy companies improve upon to satisfy the customer's needs? again metal parts
28. What are your favorite 3 toy companies? 1 Takara 2 Hasbro 3 Bandai
29. What is your 1 most favorite toy and why? 20 Anniversary prime, is every thing I wanted as a kid

The End! Thank you for your time, if you would like to talk further about toys or about this project, please feel free to leave your name, phone number and /or email address on a list (ask Adrien for it). Thank you!

13. Approx how much do you spend on toys a month / and in total for a year 30

14. What are your 5 most favorite toy lines? 1

2 3

4 5

15. For your 1 favorite toy line, Are you: (Circle the one that applies to you)

a) A Completist, Buys everything b) Buys Most of the Line c) Only what you like

16. What are some reasons you like this line the most? (ie: characters, looks, play features, nostalgia, story line, size, price, etc...) 1

2 3

4 5

17. Do you (circle one): a) Open your Toys b) Keep them in Package c) Do both

18. Do you like to display your toys? Yes / No If so, where? Home Work / School / Other

19. Why do you buy toys? Circle all that apply: a) Hobby b) Like the show/comic/videogame/movie

c) makes me feel unique/individual d) reminds me of my childhood e) nostalgia f) for value g) just

like cool looking toys h) other _____

20. Do you feel that there are too many toys out on the market now? Yes No

21. Do you feel that there are too many licensed properties out in the market right now? Yes / No

22. Would you buy a new toy line that was not based on any previous properties? Yes / No

23. Would you buy an unfamiliar toy based on what it looks like if you saw it in a magazine / store / internet? Yes / No

24. What would you like to see in a new (original) toy line?

25. Would you like a toy line that was more mature in theme and aimed for adult audiences? Yes / No

26. What are some ideas you'd like to see toy companies try again?

27. What could toy companies improve upon to satisfy the customer's needs?

Availability

28. What are your favorite 3 toy companies? 1 2 3

29. What is your 1 most favorite toy and why?

Trigun: Vash by Mcfarlane Toys

-Great Pose, love the detail!

The End! Thank you for your time, if you would like to talk further about toys or about this project, please feel free to leave your name, phone number and /or email address on a list (ask Adrien for it). Thank you!

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1. What age range do you belong to? Please circle your age range:

(0-5, 6-10, 11-15, 16-20, 21-25, 26-30, 30-35, 36-40, 40-50, 50+)

2. What kind of toy lines did you enjoy playing with when you were younger?

Transformers, GI JOE, STARWARS,

3. Were you content with the quality, content and amount of toys you had when you were a child?

Always wanted more TF's but quality of toys was awesome!

4. Did you ever stop playing with toys, and if so how old were you approximately?

I stopped @ 11 now I only display and repair toys.

5. Was there a period(s) in your life that you didn't buy toys? If you stopped buying toys, did you return to buying toys and the reasons why.

Yes, stopped in 1990 or so. Started again @ 1995 or so after reminiscing about old toys

6. What other products / services do you enjoy? (Ex: Comics, Videogames, Movies / DVDs, models, RPGs, etc...) Movies, DVD's, models, comics

7. What kind of toys do you purchase now?

old vintage Transformers, STARWARS

8. Do you mainly purchase toys for yourself, your children or anyone else?

For myself

9. Do you consider yourself a toy collector, a casual buyer, an enthusiast, toy buyer, none of the above, (or other)? Please write down what kind of toy consumer you see yourself as

I consider myself just as a guy who has many interests, one of which is to

10. What kind of genres do you like for your toys? Please list in order of Preference (Example:

1 Science Fiction, 2 Fantasy, 3 Robots, 4 War, 5 Super Hero/comic, 6 Sports, 7 Horror , etc...)

3, 5, 1

11. Of the following qualities, which are the top 5 most important features you look for in a toy.

Please write the number below the qualities

(1) Articulation, (2) Detail/Sculpt, (3) Likeness, Pose, (4) Features, Paint Application, (5) the Character, Materials

(3)

12. What scale of toys do you collect the most? (2", 3-3/4", 6", 12", 18", Other) Various scales
of different sizes

13. Approx how much do you spend on toys a month \$ 50 and in total for a year \$ 600
14. What are your 5 most favorite toy lines? 1 Transformers
2 STAR WARS 3 GI JOE
4 Marvel Legends 5 Lord of the Rings
15. For your 1 favorite toy line, Are you: (Circle the one that applies to you)
a) A Completist, Buys everything b) Buys Most of the Line c) Only what you like
16. What are some reasons you like this line the most? (ie: characters, looks, play features, nostalgia, story line, size, price, etc...) 1 Characters
2 quality 3 Story line
4 features 5 looks
17. Do you (circle one): a) Open your Toys b) Keep them in Package c) Do both
18. Do you like to display your toys? Yes / No If so, where? Home / Work / School / Other
19. Why do you buy toys? Circle all that apply: a) Hobby b) Like the show/comic/videogame/movie
c) makes me feel unique/individual d) reminds me of my childhood e) nostalgia f) for value g) Just like cool looking toys h) other
20. Do you feel that there are too many toys out on the market now? Yes / No
21. Do you feel that there are too many licensed properties out in the market right now? Yes / No
22. Would you buy a new toy line that was not based on any previous properties? Yes / No
23. Would you buy an unfamiliar toy based on what it looks like if you saw it in a magazine / store / internet? Yes / No
24. What would you like to see in a new (original) toy line? Play up the original
Transformers line.
25. Would you like a toy line that was more mature in theme and aimed for adult audiences? Yes / No
26. What are some ideas you'd like to see toy companies try again? Transformers
27. What could toy companies improve upon to satisfy the customer's needs?
Cheaper products @ the store
28. What are your favorite 3 toy companies? 1 Hasbro 2 Ty Beanie Babies 3 Kenner
29. What is your 1 most favorite toy and why? Springer TF cool
character

The End! Thank you for your time, if you would like to talk further about toys or about this project, please feel free to leave your name, phone number and /or email address on a list (ask Adrien for it). Thank you!

Toy Questionnaire Form

This questionnaire is part of a student project involving a human factors approach to toy design. This is an informal questionnaire exploring what people enjoy about toys and toy buying. This is a questionnaire is a volunteer-based, so please answer only the questions you feel comfortable with.

1. What age range do you belong to? Please circle your age range:

(0-5, 6-10, 11-15, 16-20, 21-25, 26-30, 30-33, 36-40, 40-50, 50+)

2. What kind of toy lines did you enjoy playing with when you were younger?

mege (superheroes 8", micronauts, movie poster, GI Joe (12" Star Wars)

3. Were you content with the quality, content and amount of toys you had when you were a child?

Yes quality/content, no - amount

4. Did you ever stop playing with toys, and if so how old were you approximately?

yes, 18 - 22 or 30

5. Was there a period(s) in your life that you didn't buy toys? If you stopped buying toys, did you return to buying toys and the reasons why.

Yes (early university) → started earning money, more interesting products coming out (retro, etc.)

6. What other products / services do you enjoy? (Ex: Comics, Videogames, Movies / DVDs, models, RPGs, etc...) comics, movies, dvds

7. What kind of toys do you purchase now?

action figures, busts, some statuary

8. Do you mainly purchase toys for yourself, your children or anyone else?

mainly myself

9. Do you consider yourself a toy collector, a casual buyer, an enthusiast, toy buyer, none of the above, (or other)? Please write down what kind of toy consumer you see yourself as

an enthusiast / collector (not for investment purposes)

10. What kind of genres do you like for your toys? Please list in order of Preference (Example:

1 Science Fiction, 2 Fantasy, 3 Robots, 4 War, 5 Super Hero/comic, 6 Sports, 7 Horror , etc...)

1 Super hero/comic, 2

11. Of the following qualities, which are the top 5 most important features you look for in a toy.

Please write the number below the qualities.

Articulation, Detail/Sculpt, Likeness, Pose, Features, Paint Application, the Character, Materials

2 1

4

3

5

12. What scale of toys do you collect the most? (2", 3-3/4" 6", 12", 18", Other) _____

13. Approx how much do you spend on toys a month \$0 - \$60 and in total for a year \$60 - \$150
14. What are your 5 most favorite toy lines? 1 DC Direct
2 Marvel Legends 3 Mega's world's greatest superhero
4 Adventure Team 5 Minions
15. For your 1 favorite toy line, Are you? (Circle the one that applies to you)
a) A Completist, Buys everything b) Buys Most of the Line c) Only what you like
16. What are some reasons you like this line the most? (ie: characters, looks, play features, nostalgia, story line, size, price, etc.,.) 1 characters
2 entertainment 3 detailed
4 poseability 5 scale.
17. Do you (circle one): a) Open your Toys b) Keep them in Package c) Do both
18. Do you like to display your toys? Yes / No If so, where? Home / Work / School / Other
19. Why do you buy toys? Circle all that apply: a) Hobby b) Like the show/comic/videogame/movie
c) makes me feel unique/individual d) reminds me of my childhood e) nostalgia f) for value g) just like cool looking toys h) other
20. Do you feel that there are too many toys out on the market now? Yes / No
21. Do you feel that there are too many licensed properties out in the market right now? Yes / No
22. Would you buy a new toy line that was not based on any previous properties? Yes / No
23. Would you buy an unfamiliar toy based on what it looks like if you saw it in a magazine / store / internet? Yes / No
24. What would you like to see in a new (original) toy line? quality, price point,
originality (not related to existing
properties or movie spin offs)
25. Would you like a toy line that was more mature in theme and aimed for adult audiences? Yes / No
26. What are some ideas you'd like to see toy companies try again? Mega format
8" with outfit
27. What could toy companies improve upon to satisfy the customer's needs?
price point - no exclusives
28. What are your favorite 3 toy companies? 1 DC Direct 2 Toy R us 3 Hot Topic -
(worners)
29. What is your 1 most favorite toy and why?
my eagle eye glisse. The feel, the time (in history)
I received it, nostalgia

The End! Thank you for your time, if you would like to talk further about toys or about this project, please feel free to leave your name, phone number and /or email address on a list (ask Adrien for it). Thank you!

Toy Questionnaire Form

This questionnaire is part of a student project involving a human factors approach to toy design. This is an informal questionnaire exploring what people enjoy about toys and toy buying. This is a questionnaire is a volunteer-based, so please answer only the questions you feel comfortable with.

1. What age range do you belong to? Please circle your age range:

(0-5, 6-10, 11-15, 16-20, 21-25, 26-30, 30-35, 36-40, 40-50, 50+)

2. What kind of toy lines did you enjoy playing with when you were younger?

Star Wars, GI JOE, M.A.S.K.

3. Were you content with the quality, content and amount of toys you had when you were a child?

No way

4. Did you ever stop playing with toys, and if so how old were you approximately?

? 10ish.

5. Was there a period(s) in your life that you didn't buy toys? If you stopped buying toys, did you return to buying toys and the reasons why.

Never stopped, but returned to collecting in university when I was working at a bar making \$\$.

6. What other products / services do you enjoy? (Ex: Comics, Videogames, Movies / DVDs, models, RPGs, etc...) Just vintage Star Wars!

7. What kind of toys do you purchase now?

Vintage Star Wars.

8. Do you mainly purchase toys for yourself, your children or anyone else?

My self, no kids yet.

9. Do you consider yourself a toy collector, a casual buyer, an enthusiast toy buyer, none of the above, (or other)? Please write down what kind of toy consumer you see yourself as

10. What kind of genres do you like for your toys? Please list in order of Preference (Example:

1 Science Fiction, 2 Fantasy, 3 Robots, 4 War, 5 Super Hero/comic, 6 Sports, 7 Horror , etc...)

1, That's it.

11. Of the following qualities, which are the top 5 most important features you look for in a toy.

Please write the number below the qualities.

Articulation, Detail/Sculpt, Likeness, Pose, Features, Paint Application, the Character, Materials

N/A

12. What scale of toys do you collect the most? (2", 3-3/4", 6", 12", 18", Other) 3-3/4"

13. Approx how much do you spend on toys a month _____ and in total for a year _____

14. What are your 5 most favorite toy lines? 1 _____

2 _____ 3 _____

4 _____ 5 _____

15. For your 1 favorite toy line, Are you: (Circle the one that applies to you)

a) A Completist, Buys everything b) Buys Most of the Line c) Only what you like

16. What are some reasons you like this line the most? (ie; characters, looks, play features, nostalgia, story line, size, price, etc...) 1 _____

2 _____ 3 _____

4 _____ 5 _____

17. Do you (circle one): a) Open your Toys b) Keep them in Package c) Do both

18. Do you like to display your toys? Yes / No If so, where? Home / Work / School / Other

19. Why do you buy toys? Circle all that apply: a) Hobby b) Like the show/comic/videogame/movie
c) makes me feel unique/individual d) reminds me of my childhood e) nostalgia f) for value g) Just like cool looking toys h)other _____

20. Do you feel that there are too many toys out on the market now? Yes / No

21. Do you feel that there are too many licensed properties out in the market right now? Yes / No

22. Would you buy a new toy line that was not based on any previous properties? Yes / No

23. Would you buy an unfamiliar toy based on what it looks like if you saw it in a magazine / store / internet? Yes / No

24. What would you like to see in a new (original) toy line? _____

25. Would you like a toy line that was more mature in theme and aimed for adult audiences? Yes / No

26. What are some ideas you'd like to see toy companies try again? _____

27. What could toy companies improve upon to satisfy the customer's needs? _____

28. What are your favorite 3 toy companies? 1 _____ 2 _____ 3 _____

29. What is your 1 most favorite toy and why? _____

The End! Thank you for your time, if you would like to talk further about toys or about this project, please feel free to leave your name, phone number and /or email address on a list (ask Adrien for it). Thank you!

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This questionnaire is part of a student project involving a human factors approach to toy design. This is an informal questionnaire exploring what people enjoy about toys and toy buying. This is a questionnaire is a volunteer-based, so please answer only the questions you feel comfortable with.

1. What age range do you belong to? Please circle your age range:

(0-5, 6-10, 11-15, 16-20, 21-25, 26-30, 30-35, 36-40, 40-50, 50+)

2. What kind of toy lines did you enjoy playing with when you were younger?

Transformers, G.I. Joe, Robotech / Macross

3. Were you content with the quality, content and amount of toys you had when you were a child?

I did enjoy anything you put in front of me (toy wise) b,

4. Did you ever stop playing with toys, and if so how old were you approximately?

Brief period between 1993 and 1994 (age 14 → 15).

5. Was there a period(s) in your life that you didn't buy toys? If you stopped buying toys, did you return to buying toys and the reasons why.

Yes (see above), I became temporarily distracted by both comic books and videogames (and a little RPGing)

6. What other products / services do you enjoy? (Ex: Comics, Videogames, Movies / DVDs, models,

RPGs, etc...) Videogames, models to some extent and movies.

7. What kind of toys do you purchase now?

Robots, particularly the Japanese transforming variety but I'm not too picky though.

8. Do you mainly purchase toys for yourself, your children or anyone else?

Myself, friends and the significant other.

9. Do you consider yourself a toy collector, a casual buyer, an enthusiast, toy buyer, none of the above, (or other)? Please write down what kind of toy consumer you see yourself as

An almost problematic toy robot consumer.

10. What kind of genres do you like for your toys? Please list in order of Preference (Example:

1 Science Fiction, 2 Fantasy, 3 Robots, 4 War, 5 Super Hero/comic, 6 Sports, 7 Horror , etc...)

Robots.

11. Of the following qualities, which are the top 5 most important features you look for in a toy.

Please write the number below the qualities.

Articulation, Detail/Sculpt, Likeness, Pose, Features, Paint Application, the Character, Materials

① The character, ② Likeness ③ Articulation ④ Paint ⑤ Materials.

12. What scale of toys do you collect the most? (2", 3-3/4", 6", 12", 18", Other) 6" → 12"

yet - be
would actually
Proud of it
will
not
to
playing
E.
it
of
better

13. Approx how much do you spend on toys a month 150.00 and in total for a year 3900.00

14. What are your 5 most favorite toy lines? 1 Transformers

2 Robotech

3 Yusha series

4 G.I. Joe

5 Soul of Chogokin

15. For your 1 favorite toy line, Are you: (Circle the one that applies to you)

(a) A Completist, Buys everything b) Buys Most of the Line c) Only what you like

16. What are some reasons you like this line the most? (ie: characters, looks, play features, nostalgia, story line, size, price, etc...) 1 Nostalgia

2 characters

3 play features

4 looks

5

17. Do you (circle one): a) Open your Toys b) Keep them in Package c) Do both

18. Do you like to display your toys? Yes / No If so, where? Home / Work / School / Other

19. Why do you buy toys? Circle all that apply. (a) Hobby (b) Like the show/comic/videogame/movie
c) makes me feel unique/individual (d) reminds me of my childhood (e) nostalgia (f) for value (g) Just
like cool looking toys (h) other its hard to stop ...

20. Do you feel that there are too many toys out on the market now? Yes / No

21. Do you feel that there are too many licensed properties out in the market right now? Yes / No

22. Would you buy a new toy line that was not based on any previous properties? Yes / No

23. Would you buy an unfamiliar toy based on what it looks like if you saw it in a magazine / store /
internet? Yes / No

24. What would you like to see in a new (original) toy line? GREAT story,
good play features.

25. Would you like a toy line that was more mature in theme and aimed for adult audiences? Yes / No

26. What are some ideas you'd like to see toy companies try again? Make toys with
great storylines.

27. What could toy companies improve upon to satisfy the customer's needs? Adequate
supply of ALL toy characters to toy stores.

28. What are your favorite 3 toy companies? 1 Takara 2 Takatoku 3 Toynami

29. What is your 1 most favorite toy and why? Legross Alpha from
Robotech : New Generation / Genesis Climber Mospeada

Very detailed transforming toy and can not tell
actually transforms in

that it either we

The End! Thank you for your time, if you would like to talk further about toys or about this project, please
feel free to leave your name, phone number and /or email address on a list (ask Adrien for it). Thank you!

Helgi Thorsdason

(780) 421-7787

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Toy Questionnaire Form

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1. What age range do you belong to? Please circle your age range:

(0-5, 6-10, 11-15, 16-20, 21-25, 26-30, 30-35, 36-40, 40-50, 50+)

2. What kind of toy lines did you enjoy playing with when you were younger?

Star Wars, GI Joe, LEGO, He-Man, Transformers

3. Were you content with the quality, content and amount of toys you had when you were a child?

Definitely - much sturdier quality and considering how poor we were i did really good w

4. Did you ever stop playing with toys, and if so how old were you approximately?

Not really

5. Was there a period(s) in your life that you didn't buy toys? If you stopped buying toys, did you return to buying toys and the reasons why.

Perhaps for A YEAR or so when I was 12 but I was into comics during that time so I still got my fill of kid stuff

6. What other products / services do you enjoy? (Ex: Comics, Videogames, Movies / DVDs, models, RPGs, etc...) _____

7. What kind of toys do you purchase now?

Vintage Star Wars and 82-89 3 3/4in Joes Mostly but also Transformers, Robots, misc 80's lines

8. Do you mainly purchase toys for yourself, your children or anyone else?

Myself - sometimes the girlfriend

9. Do you consider yourself a toy collector, a casual buyer, an enthusiast, toy buyer, none of the above, (or other)? Please write down what kind of toy consumer you see yourself as

Serious Vintage Collector - not much of a consumer in the "traditional" sense of the word

10. What kind of genres do you like for your toys? Please list in order of Preference (Example:

1 Science Fiction, 2 Fantasy, 3 Robots, 4 War, 5 Super Hero/comic, 6 Sports, 7 Horror , etc...)

1,4,3,5

11. Of the following qualities, which are the top 5 most important features you look for in a toy.

Please write the number below the qualities.

Articulation, Detail/Sculpt, Likeness, Pose, Features, Paint Application, the Character, Materials

No - probably deserves more in-depth discussion

12. What scale of toys do you collect the most? (2" 3-3/4", 6", 12", 18", Other) 3 3/4

13. Approx how much do you spend on toys a month ? varies and in total for a year \$5K - 10k
14. What are your 5 most favorite toy lines? 1 Vintage Star Wars
2 3 3/4 in GI Joe (82-89) 3 Transformers / Robots
4 Misc 80s 5 SuperHeroes
15. For your 1 favorite toy line, Are you: (Circle the one that applies to you)
a) A Completist, Buys everything b) Buys Most of the Line c) Only what you like
16. What are some reasons you like this line the most? (ie: characters, looks, play features, nostalgia, story line, size, price, etc...) 1 Nostalgia
2 Complexity / diversity 3
4 5
17. Do you (circle one): a) Open your Toys b) Keep them in Package c) Do both
18. Do you like to display your toys? Yes / No If so, where? Home / Work / School / Other
19. Why do you buy toys? Circle all that apply: a) Hobby b) Like the show/comic/videogame/movie
c) makes me feel unique/individual d) reminds me of my childhood / nostalgia f) for value g) Just like cool looking toys h) other
20. Do you feel that there are too many toys out on the market now? Yes / No
21. Do you feel that there are too many licensed properties out in the market right now? Yes / No
22. Would you buy a new toy line that was not based on any previous properties? Yes / No - maybe
23. Would you buy an unfamiliar toy based on what it looks like if you saw it in a magazine / store / internet? Yes / No
24. What would you like to see in a new (original) toy line? _____

25. Would you like a toy line that was more mature in theme and aimed for adult audiences? Yes / No - Maybe
26. What are some ideas you'd like to see toy companies try again? _____

27. What could toy companies improve upon to satisfy the customer's needs? Stop shortpacking and making variants that create false or "instant" collectibles with no true collectible value - fix distribution problems
28. What are your favorite 3 toy companies? 1 Kenner 2 Hasbro (ut) 3
29. What is your 1 most favorite toy and why? Too Many to choose probably my childhood Slave 1.

The End! Thank you for your time, if you would like to talk further about toys or about this project, please feel free to leave your name, phone number and /or email address on a list (ask Adrien for it). Thank you!





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